NBC TRADE NEWS

September 1, 1953

MORE THAN $1,000,000 IN NEW BUSINESS SOLD BY NBC SPOT SALES IN 5-DAY PERIOD

NBC Spot Sales sold more than $1,000,000 in new business during the five-day period, Aug. 24-28, according to Thomas B. McFadden, Spot Sales director.

"This is the biggest week in terms of sales since the first of the year," McFadden said. "And we envision even bigger weeks within the next month."

Among the clients signed by NBC-TV Spot Sales are: Procter & Gamble, Colgate-Palmolive-Peet, Melville Shoe Corporation and Ruppert Beer. NBC Radio Spot Sales recently has signed Wildroot Co., Inc., Procter & Gamble, Sawyer Biscuit Company and V. LaRosa Company.

NBC Spot Sales represents NBC owned and operated stations and KSD and KSD-TV, St. Louis; WPTZ, Philadelphia; WBZ-TV, Boston; WRGB, Schenectady; KPTZ, Portland, Ore., KGU and KONA, Honolulu.

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NBC TRADE NEWS

September 1, 1953

LORETTA YOUNG STARS IN SALESGIRL ROLE ON PREMIERE OF 'LETTER TO LORETTA', SERIES BASED ON FAN MAIL

Screen star Loretta Young plays the role of a perfume salesgirl in "Trial Run," the NBC-TV premiere program of LETTER TO LORETTA, Sunday, Sept. 20 (10 p.m., EDT).

In the first of the new series, inspired by letters received by the actress requesting advice on personal matters, Miss Young enacts the role of a girl who uses desperate methods to test her fiancee's love.

Carol, an attractive salesgirl, becomes engaged to a wealthy customer, Keith Warren (George Nadar) who takes her to meet his family An old flame of Keith's, Barbara Parlow (Jorja Cortwright), implies that Carol will never be accepted by the socially-prominent Warrens, a statement which infuriates Carol. As a test of Keith's loyalty and love for her, Carol puts on a daring girl-about-town pose, calculated to shock the family and prove to herself that Barbara is wrong.

Each week, Miss Young will play the leading role in the series -- oftimes that of the author of the letter -- in a dramatized

(more)

solution of the problem posed in the letter. Her characterizations on early shows will range from a small-town history teacher to the wife of an iron-lung invalid.

The series is sponsored by Procter and Gamble for Tide and Lilt Home Permanent through the Benton & Bowles, Inc., and Biow Co. agencies.

"Letter to Loretta" is produced by Matthew Rapf and directed by Robert Florey.

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NBC-New York, FWK

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NBC-New York, FWK

NBC FILM DIVISION

ANOTHER BANNER WEEK OF SALES IS MARKED
BY NBC FILM DIVISION

With the sale of "Badge 714" in its 46th market, the NBC Film Division recorded another banner week, John B. Cron, national sales manager, announced today.

"Badge 714" (former episodes of "Dragnet") was sold to Foote, Cone & Belding for sponsorship by Hoffman Radio & TV in the Salinas-Monterey (Calif.) market; to the Reingold Agency for sponsorship by Prince Macaroni in the Portland, Me., market; to KTTS-TV, Springfield, Mo.; to KLAS-TV, Las Vegas, for sponsorship by Zenith Radio & TV; to WKJG-TV, Fort Wayne, Ind.; and KETV, Little Rock, Ark.

"Captured" (formerly "Gangbusters") has now been sold in 36 markets. Last week the program was sold to WRAY-TV, Princeton, Ind., and to the Roy H. Durstine agency for sponsorshop by Sylvania in the Salinas, Eureka, Chico and Sacramento (Calif.) markets. "Captured" was sold also to WKJG-TV, Fort Wayne; WROM-TV, Rome, Ga.; and WCOC-TV, Meridian, Miss.

"Victory at Sea," now in 55 markets, has been sold to KTVA, Anchorage, Alaska, and WCOC-TV, Meridian. The "Douglas Fairbanks Presents" series (95 markets) was sold last week to the stations in Fort Wayne and Meridian, as was "The Visitor" (40 markets).

"Dangerous Assignment" was sold last week in its 128th market with the stations in Fort Wayne, Meridian and Rome, Ga. taking the program. The hour-long "Hopalong Cassidy" films, syndicated in 126 market.

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"Badge 714" (former episodes of "Dragnet") was sold to Foote, Cone & Belding for sponsorship by Moffman Radio & TV in the Salinas-Monterey (Calif.) market; to the Reingold Agency for sponsorship by Prince Macaroni in the Portland, Me., market; to KTTS-TV, Springfield, Mo.; to KLAS-TV, Las Vegas, for sponsorship by Zenith Radio & TV; to WKJG-TV, Fort Wayne, Ind.; and KLTV, Little Rock, Ark.

"Captured" (formerly "Gangbusters") has now been sold in 30 markets. Last week the program was sold to WNAC-TV, Princeton, Ind., and to the Roy H. Ullrich agency for sponsorship by Sylvania in the Salinas, Eureka, Chico and Sacramento (Calif.) markets. "Captured" was sold also to WMJG-TV, Fort Wayne; WHOM-TV, Rome, Ga.; and WCOC-TV, Meridian, Miss.

"Victory at Sea," now in 55 markets, has been sold to KTVA, Anchorage, Alaska, and WCOC-TV, Meridian. The "Douglas Fairbanks Presents" series (35 markets) was sold last week to the stations in Fort Wayne and Meridian, as was "The Visitor" (40 markets).

"Dangerous Assignment" was sold last week in its 102th market with the stations in Fort Wayne, Meridian and Rome, Ga. joining the program. The hour-long "Hopalong Cassidy" films, syndicated in 125 markets

(more)

were sold to WBES-TV Buffalo and to WCOC-TV, Meridian.

Other sales last week included those of the "Lilli Palmer Show" to KTVA Anchorage and to WENS-TV, Pittsburgh, Pa. The half-hour "Hopalong Cassidy" series, filmed especially for television in 1952, was sold to the South Agency for sponsorship by Yellow Syrup over WBRC-TV, Birmingham, Ala., and to KTTV, Los Angeles, while the new series of 26, now in production, was sold to WNBT, New York; WCCO-TV, Minneapolis, and KTTV, Los Angeles.

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NBC-New York, 9/1/53

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Other sales last week included those of the "Lilli Palmer Show" to KTVA Anchorage and to WENS-TV, Pittsburgh, Pa. The half-hour "Hopalong Cassidy" series, filmed especially for television in 1952, was sold to the South Agency for sponsorship by Yellow Syrup over WBRC-TV, Birmingham, Ala., and to KTTV, Los Angeles, while the new series of 26, now in production, was sold to WNBT, New York; WCCO-TV, Minneapolis, and KTTV, Los Angeles.

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NBC-New York, 9/1/53

NBC "today"

PINKHAM AND CULLIGAN, TWO TALENTED AND YOUTHFUL GENTLEMEN, HELP GUIDE NBC-TV'S 'TODAY' TO TOP OF THE GRAPH

Two young men who substituted imagination and initiative for TV experience have within the past year doubled the rating and tripled the advertising billing of TODAY, the NBC-TV early a.m. news and special feature program.

Dick Pinkham, executive producer of the daily three-hour stanza, and Joe Culligan, ranking member of the "Today" sales staff, have a number of things in common, although they came to their jobs from different backgrounds. Both men are in their '30's, both have four children, both are relatively new in their positions -- although they achieved enviable reputations in their former enterprises.

Culligan, who jokingly introduces himself as the "Hathaway Shirt Man" because of the patch over his left eye -- lost to shrapnel in the "Battle of the Bulge" -- has made "Today" an income-puller approaching $4,000,000. He has done this with a sales staff of three young men -- also new talent "just up from school." An adroit handler of personnel, Culligan has guided them on to the point where they are bringing in steady billing.

Dick Pinkham took over the "Today" helm much as he took over a destroyer in World War II and piloted same through numerous engagements. He came to television as manager of planning for the

(more)

NBC-TV network, assisting Sylvester L. ("Pat") Weaver, then vice president in charge of television and now vice chairman of the board of directors.

Pinkham has a Choate-Yale '36 background, and Culligan worked his way through Columbia. Pinkham is 39 years old. Culligan, at 34, counts 21 years of working on his career -- considering age 13 as his debut.

Both men, who reside with ample families in the Greenwich-Rye area, have extensive sales and editorial backgrounds. Pinkham broke in with Laura Z. Hobson, writing ad copy for Time, Inc. After the war, he worked on the New York Herald Tribune as circulation director and left in August, 1951, as a member of the board.

Prior to joining NBC sales, Culligan was vice president of Sutherland Productions, TV film producers, as their sales promotion head. Earlier positions were with Radio-TV News, Modern Bride and Flying.

When not pushing "Today" over the top of the graph, both men enjoy relaxations that are perhaps typical of them. Pinkham sails a small boat out of Rye well enough to qualify for championship yachting,and Culligan restores the antique furniture which now graces his home.

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NBC-New York, 9/1/53

network, assisting director R. ("Red") Norvee, with vice president in charge of television and now vice chairman of the board of directors.

Pinkham has a Dunkirk-Fale '32 background, and Gulliver worked his way through Colgate. Pinkham is 39 years old. Gulliver is 40; counts 21 years of working on his career in communications in the state.

Both men, who reside with twelve families in the Greenfield-Upper Green, have extensive sales and additional background. Pinkham came in with James S. Hobson, working as copy for Ybma, Inc. Also some year, he worked on the New York Herald Tribune as circulation director and left in August, 1951, to a member of the board.

Prior to joining WNY sales, Gulliver had vice president of Multiplexed Productions, TV film producers, as their sales promotion head. Earlier positions were with Tele-TV News, Modern Radio and Vitaphone.

When not pushing "today" over the top of the graph, both men enjoy relaxations that are perhaps typical of them. Pinkham still a small boat out of Rye well enough to qualify for championship YACHTING, and Gulliger reserves the outdoors (particularly when he spends his home.

NBC TRADE NEWS

September 1, 1953

'DING DONG SCHOOL'S' DR. HORWICH AND PRODUCER WERRENRATH ARE AUTHORS OF 7 CHILDREN'S BOOKS BASED ON NBC-TV SERIES

Millions of pre-school children throughout the country who have access to a television set consider that day ruined which does not include a session of watching NBC-TV's DING DONG SCHOOL and its "Miss Frances."

"Miss Frances," who is actually Dr. Frances Horwich, a leading authority on early childhood and primary education, has been devoting some of her time and talent recently to writing books for her enthusiastic viewers, as well as for those who are not within range of the Monday-through-Friday (10 a.m., EDT) telecasts.

Published today (Sept. 1) by Rand McNally & Company, are seven books based directly on the stories, games and activities of the famous program. Miss Frances herself has written the books with the collaboration of Reinald Werrenrath, Jr., the program's producer and director.

Six of the books are storybooks -- handy in size, simply told, and filled with colorful pictures -- which even the very smallest child can "read" for himself (with perhaps a little assistance from a grown-up). The storybooks are titled: "Your Friend, the Policeman," "Debbie and Her Nap," "A Suitcase With a Surprise," "The Big Coal Truck," "I Decided" and "A Day Downtown With Daddy."

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The seventh book is somewhat larger; it is titled "Miss Frances' Ding Dong School Book," an activity book that demonstrates what Dr. Horwich has already proved on television -- that nursery schoo fun and philosophy can be brought into the home to delight and benefit pre-school children.

"'Miss Frances' Ding Dong School Book' was written to help parents and children enjoy together the many 'Ding Dong School' activities that we have used on our television program," Dr. Horwich and Werrenrath say in an introductory note to parents.

"Many of the activities a child will want -- and will be able to do alone. For others, the child will need help.

"The illustrations so handsomely done by Katherine Evans should aid in starting a child off in the right direction. But, rather than limiting the child's thinking, they should be used to encourage the child to express his or her own ideas.

"The content was written with the thought that it would be read to a young child by some older member of the family. We hope that the book will contribute to family fun as well as to the individual child's happiness."

Among the many activities for children outlined in "Miss Frances' Ding Dong School Book" are finger-painting, corn drawing, planting pumpkin seeds, making a scrapbook, working with clay, fun wit music (such as making a tom-tom), paper tearing, building with blocks, making things with pipe cleaners, planting a sweet potato, working at the easel, sand play, water play, dress-up play and making paper-bag masks.

Dr. Horwich has written a prefatory note to parents for each of the books in the "Ding Dong School" series.

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The seventh book in the series, titled "Miss Fussy's Ding Dong School Book," an activity book that complements Dr. Horwich's new already proved on television -- that nursery rhyme fun and philosophy can be brought into the home to delight and benefit preschool children.

"Miss Frances' Ding Dong School Book" was written to help parents and children enjoy together the many "Ding Dong School" projects that we have used on our television program," Dr. Horwich and MISS FRANCES say in an introduction-note to parents.

"Many of the activities a child will want -- and will be able to do alone, the second, the SAME GIRL WILL WANT TWICE.

"The illustrations are particularly done by Rebecca Green should aid in starting a child off in the right direction. But, rather than limiting the child's imagination, they should be used to encourage the child to express his or her own ideas.

"The content was written with the thought that it would be read to a young child by some older member of the family. We hope that the book will contribute to family fun as well as to the individual child's happiness."

Among the many activities for children outlined in "Miss Frances' Ding Dong School Book" are finger-painting, corn popping, carving pumpkin heads, making a scrapbook, working with clay, fun with music (such as making a tom-tom), paper tearing, building with blocks, making things with pipe cleaners, planting a seed garden, making an hat, sand play, water play, dress-up play, and making paper-bag puppets.

Dr. Horwich has written a preliminary note to parents in the books in the "Ding Dong School" series.

About "Your Friend, the Policeman," Dr. Horwich says: "The purpose of this story is to help children establish a genuine friendship with the policeman, so that they will learn to respect him and turn to him for help when in need."

About "Debbie and Her Nap": "This story was written to help young children enjoy getting ready for their naps, and to help them accept the idea of a nap as a regular part of their day's activity."

About "A Suitcase With a Surprise": "Here is a story about a child's imaginary trip on a train which his mother helped make a pleasant experience for him. Such creative play is an important part of a child's development, and in this story I have tried to suggest something that will lead children to create their own make-believe situations."

Speaking of "The Big Coal Truck," Dr. Horwich says: "In this story, a little boy witnesses the fascinating operation of unloading coal from a truck into the basement of an apartment building. There are many new and interesting things for him to see and discuss with his parents. Seeing new activities gives a child new and interesting ideas to carry out in his play. At these times, all we need to do is give him a little encouragement to get started."

Of "I Decided": "This is a story of a child making her first decision. We all know that learning to make decisions is an important experience for a young child. In this story Mother helps the child think through the problem, but Jean makes her own decision."

Of "A Day Downtown With Daddy": "In this story, a brother and sister experience the wonders of a big city in the company of their father. Such a day is a very happy experience and long remembered and

(more)

Much more telling, the Policeman's Lot Common Fund. The story of this story is to help children establish a genuine friendship with the policeman, so that they will learn to respect him and turn to him for help when in need."

About "Debbie and Her Dog": "This story was written to help young children quite good by ready for their reading and to help them accept the idea of a dog as a regular part of a family's activity."

About "A Guidance With a Surprise": "Here is a story about a child's imaginary trip in a train which his mother takes with a pleasant experience for him. Such creative play is an important part of a child's development, and in this story I have tried to suggest something that will lead children to create their own make-believe situations."

Speaking of "The Big Coal Truck," Dr. Lourie says: "In this story, a little boy witnesses the fascinating operation of unloading coal from a truck into the basement of an apartment building. There are many new and interesting things for him to see and discuss with his parents. Reading now subsidized gives a child new and interesting ideas to carry out in his play. As those times, all we need to do is give him a little encouragement to get started."

Of "I Decided": "This is a story of a child making an important decision. We all have that learning to make decisions is an important experience for a young child. In this story, Robert really the child thinks through the problem, but then makes his own decision."

Of "A Day Downtown With Daddy": "In this story, a mother and children experience the wonders of a big city in the company of their father. Such a day is a very happy experience and long remembered and

talked about by most young children. From such a trip the child's understanding of the town in which he lives is increased. At the same time it is lots of fun. I hope this story will help families in planning such trips."

The "activity book" costs two dollars in hard covers; one dollar in soft covers. The little story books are each 25 cents. They are the first of a projected series; others will be announced from time to time.

The now-famous TV program made its first appearance on the TV screen as a local Chicago telecast on Oct. 3, 1952. It was an instantaneous success. Five weeks after its opening, it became an NBC-TV network feature, and since then it has continued to grow in popularity.

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NBC-New York, 9/1/53

NBC TRADE NEWS

September 2, 1953

NBC RADIO AFFILIATES COMMITTEE MEETS IN N.Y. AND ADVISES STATIONS OF 'CONSTRUCTIVE AND STIMULATING' NETWORK PLANS

Following an all-day meeting yesterday (Tuesday, Sept. 1) of the NBC Radio Network Affiliates Committee with network officials in New York, the committee sent the following message to NBC Radio Network Stations:

"To the NBC Radio Affiliates:"

"In accordance with its earlier report to you, your committee met with the NBC representatives today for the purpose of reviewing with them the suggestions which they propose to present to the full meeting of the NBC Radio Affiliates in Chicago on Sept. 17. All eight members of your committee were present. The representatives of NBC were: William H. Fineshriber, Jr., Ted Cott, Fred Horton, Harry Bannister, David C. Adams, John Cleary, and Merrill Mueller. The principal presentations were made by Messrs. Fineshriber, Cott and Horton.

"The reasons for and results of the separation of the operating departments in radio and television, which had been generally urged by the affiliates, were fully discussed with us.

"Messrs. Cott and Fineshriber outlined to us in some detail the program plans which NBC proposed to put into effect Oct. 4. It is

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the general opinion of your committee that these proposals are constructive and stimulating and give evidence of careful analysis and originality of thought.

"The NBC representatives also discussed with us on a tentative basis certain proposals for sales and promotion efforts designed to create and obtain new business. These proposals have not been entirely finalized. We were advised, however, that they would be finalized in time for full presentation to you at the Chicago meeting on Sept. 17.

"This is merely an interim report. It is impossible for us to cover in any detail the various plans and proposals which will be presented for the consideration of the meeting on Sept. 17.

"We believe that meeting to be one of utmost importance to all affiliates and again urge that you make every effort to attend."

The message to the affiliates was sent by Robert D. Swezey, chairman of the Affiliates Committee and Harold Essex, the committee secretary and treasurer.

Members of the committee attending the meeting at the NBC Radio City studios in New York were: Paul W. Morency of WTIC, Hartford, Conn.; John Norton of WAVE, Louisville, Ky.; Clair R. McCullough of Steinman Stations (Pa. and Del.); Robert Swezey of WDSU, New Orleans, La.; Robert B Hanna, of WGY, Schenectady, N.Y., Harold Essex of WSJS, Winston-Salem, N.C.; E.H. Vadeboncoeur, of WSYR, Syracuse, N.Y., and Milton Greenebaum, of WSAM, Saginaw, Mich.

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NBC-New York, 9/2/53

NBC TRADE NEWS

September 2, 1953

COLGATE RENEWS 'STRIKE IT RICH,' 'PHRASE THAT PAYS'
FOR 52 WEEKS ON NBC RADIO MONDAYS THROUGH FRIDAYS

The Colgate-Palmolive-Peet Company has renewed its 11-11:45 a.m. Monday-through-Friday period on the NBC radio network for 52 weeks starting Sept. 28, 1953.

The 45-minute block carries STRIKE IT RICH, in the interests of Fab, Halo, Colgate Dental Cream and Palmolive Soap in the first 30-minute period with the 11:30 to 11:45 segment devoted to THE PHRASE THAT PAYS for Ajax, Chlorophyll Toothpaste and Vel.

The programs, which are heard on 190 stations, were signed through the William Esty Company.

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NBC TRADE NEWS

September 2, 1953

'PHIL HARRIS-ALICE FAYE SHOW' BACK IN NEW TIME SPOT ON NBC RADIO, AGAIN UNDER RCA VICTOR SPONSORSHIP

The RCA Victor Division of the Radio Corporation of America has renewed the PHIL HARRIS-ALICE FAYE SHOW and purchased a new NBC radio time slot for 39 weeks starting Sept. 25, 1953.

The new time period puts the "Harris-Faye Show" into the network's comedy block on Friday night at 9 p.m., EDT, the program being preceeded by THE BOB HOPE SHOW at 8:30 p.m.

The "Phil Harris-Alice Faye Show" will be broadcast over 198 stations in the interest of RCA Victor radios, television sets, records and other appliances, and was signed through the J. Walter Thompson Agency.

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NEW PARTICIPATIONS IN NBC-TV 'TODAY' SOLD TO FIVE MAJOR ADVERTISERS

Five more advertisers have ordered time -- ranging from four to 39 participations -- on TODAY, NBC-TV's early morning news and special events show (7-9 a.m., EDT and CDT).

The new clients are Capital Airlines, which ordered 39 participations; Standard Packaging Corp., 13 participations; Congoleum-Nairn Inc., 13 participations; Prince-Gardner Company, Inc., 12 participations, and Crowell-Collier Publishing Co., four participations.

The agencies are Lewis Edwin Ryan for Capital; C. Wendel Muench and Company for Standard Packaging; McCann-Erickson Inc. for Congoleum-Nairn, Grey Advertising Agency, Inc., for Prince-Gardner and Kudner Agency for Crowell-Collier.

The number of markets exposed to "Today" will rise to 47 on Monday, Sept. 28, when WFMJ-TV, Youngstown, Ohio, will be added to the "Today" network.

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NBC-New York, 9/2/53

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MERCHANDISING PIECES ON NBC-TV'S 'TODAY' REACH THE MILLION MARK, MERCHANDISING HEAD REPORTS

The 1,000,000th piece of special merchandising material for TODAY, NBC-TV's early-morning news and special events program, has just been distributed by the NBC merchandising department, Fred N. Dodge, director, said today (Sept. 2).

Noting the rapidly increased use by sponsors of tie-in material featuring Dave Garroway, star of the show, and other "Today" personalities, Dodge said:

"The use of these merchandising pieces tied directly to a specific program and personality marks a forward step in network television merchandising. Everyone concerned benefits--the sponsor gains valuable identification with the program, the retailers, wholesalers and distributors are alerted to and sold on the power of the sponsors' television advertising, and the consumer can readily identify and remember the products seen on 'Today'."

Among the merchandising pieces which the NBC merchandising department recently has made available for "Today" sponsors are easel-backed display cards, correspondence stickers, tent cards, window streamers, hang tags, drug price cards, small drug display cards, shelf strips, shelf barkers, photos of Dave Garroway, jumbo postcards and special "Today" letterheads for direct mail use.

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NBC-New York, 9/2/53

MERCHANDISING PIECES ON NBC-TV'S 'TODAY' SHOW
ARE MILLING WORK REPRODUCING WAX MATRICES

The 1,000,000th piece of special merchandising material for "TODAY", NBC-TV's early-morning news and special events program, has been distributed by the NBC merchandising department, Irene M. Dodge, director, said today (Sept. 2).

Noting the rapidly increased use by sponsors of this material featuring Dave Garroway, stars of the show, and other "Today" personalities, Dodge said:

"The use of these merchandising pieces tied directly to a specific program has personally made a Florida Air Mattress dealer well-known. Every one received SUCCESS--and gained valuable identification with the program. The exhibits containing the products seen on 'Today'."

Among the merchandising pieces which the NBC merchandising department recently has made available for "Today" sponsors are: [illegible] display cards, correspondence stickers, tent cards, window [illegible], hang tags, drug price cards, small drug display cards, [illegible] shelf backers, photos of Dave Garroway, photo postcards and special "Today" letterheads for direct mail use.

NBC-TWX, Wash.

NBC TRADE NEWS

QUICK, QUALITY QUIPS CUE QUIZ QUERIES
AS 'YOU BET YOUR LIFE' STARTS SEASON

- - -

Famed Groucho Marx Series Launches Fall Radio-TV Schedule

With Groucho Marx, prize-winning master of the ad lib, at the helm, the comedy quiz show YOU BET YOUR LIFE will start its new Fall series on NBC radio and NBC-TV on Sept. 16 and 17. The radio show will be broadcast Wednesdays at 9 p.m., EDT, (starting Sept. 16) and the TV version of the program will be seen on Thursdays at 8 p.m., EDT, (starting Sept. 17). During the Summer months outstanding programs from the "You Bet Your Life Series" of other seasons were presented under the title "The Best of Groucho."

The program features three couples from the studio audience, all contestants selected on the basic of unusual vocations or backgrounds. After being interviewed by the trigger-witted Groucho (a procedure of high hilarity), each couple is started on the quiz with a credit of $20. The pair can bet any or all of the starting money on the chance that between them they will be able to answer the first question. When they miss, the amount of their bet is subtracted from the balance on hand. Each question pays even money, with a possible

(more)

maximum total of $320. The couple finishing with the highest amount wins a chance at the jackpot question worth $1,000, which is raised $500 every week it remains unanswered.

Each couple also has the chance to mention the "secret" word which can bring an extra prize of $100. The word is usually in common, everyday usage, and its mention on the program brings a wooden duck zooming out of the wings to a place directly before the microphone. In his bill the duck carries a card on which the secret word is printed.

Groucho's right-hand man throughout the proceedings is announcer George Fenneman. Musical portions of the program are provided by the orchestra under the direction of Jerry Fielding. John Guedel, originator of "You Bet Your Life," produces the series, which is co-directed by Bob Dwan and Bernie Smith from Hollywood. The DeSoto Plymouth Dealers of America sponsor the program.

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NBC-New York, 9/2/53 FWK

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amounts total of $300. The couple finishing with the highest amount give a chance at the jackpot question worth $1,000, which is raised [illegible] every week it remains unanswered.

Each couple also has the chance to mention the "secret" word which can bring an extra prize of $100. The word is usually an uncommon, everyday usage, and its mention on the program brings a wooden duck zooming out of the wings to a place directly before the announcer. In his bill the duck carries a card on which the secret word is printed.

Gronsko's right-hand man throughout the proceedings is announcer George Fenneman. Musical portions of the program are provided by the orchestra under the direction of Jerry Mulligan. John Dunkel, originator of "You Bet Your Life," produces the series, which is co-directed by Bob Dunn and Bernie Smith from Hollywood. The Pillsbury Bakers of America sponsor the program.

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NBC TRADE NEWS

September 2, 1953

'YOUR SHOW OF SHOWS,' DISPLAYING ITS SMART 'NEW LOOK,' RETURNS WITH SID CAESAR AND IMOGENE COCA SEPT. 12

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New Format Will Offer More 'Name' Guest Stars; Lily Pons, Nat 'King' Cole, Ballerina Tamara Toumanova on Premiere

Sporting a svelte "new look," YOUR SHOW OF SHOWS, television's glittering counterpart of a big Broadway musical revue starring Sid Caesar and Imogene Coca, will begin its fifth season on NBC Saturday, Sept. 12 (9-10:30 p.m., EDT).

The guest stars of the opening program will be Lily Pons, celebrated coloratura soprano; Nat "King" Cole, popular song stylist, and Tamara Toumanova, internationally famous ballerina, who will be making her TV debut.

The outstanding 90-minute extravaganza, guided by producer-director Max Liebman, will be presented this season with emphasis on more "name" guest stars. The old, fixed format has been discarded, and in its place the "new look" will feature a fluid format which can be varied or completely changed from week to week.

(more)

The new program philosophy was evolved by Liebman, working in close cooperation with Charles C. Barry, NBC vice president in charge of TV network programming, and Hal Janis, newly-appointed executive producer of "Your Show of Shows."

Appearing in support of Caesar and Miss Coca on the shows will be Carl Reiner and Howard Morris. Both actors, who were with the show last season, are top comedians who display amazing versatility in their numerous comedy characterizations. The other regular performers from last season's cast will be featured on the programs from time to time.

Under the new program policy, "Your Show of Shows" will feature fresh, new talent on various telecasts. On the premiere show (Sept. 12), Liebman will introduce a brilliant, young singer, Joan Walker, who has been appearing in concerts in this country since her arrival from her native Ireland a year ago.

Another important change will be inaugurated this season when "Your Show of Shows" is presented three weeks out of every four, instead of every week. The network's "All Star Revue" will occupy the Saturday night time period every fourth week. In addition, the Caesar-Coca series will originate from NBC's spacious Center Theatre, where its tremendous stage and facilities will allow for more ambitious production numbers and special effects.

One of the all-time great television programs, "Your Show of Shows" has won the highest critical acclaim and most of the important awards in the industry during its illustrious four-year history. It established Caesar and Coca as top-ranking stars who have won almost every major TV honor.

(more)

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Under the new program policy, "Your Show of Shows" will feature fresh, new talent on various telecasts. On the premiere show (Sept. 12), Liebman will introduce a brilliant, young singer, Joan Molkin, who has been appearing in concerts in this country since her arrival from her native Ireland a year ago.

Another important change will be inaugurated this season when "Your Show of Shows" is presented every week instead of every other week. The network's "All Star Revue" will occupy the Saturday night time period every fourth week. In addition, the Caesar-Coca series will originate from NBC's spacious Center Theatre where its tremendous stage and facilities will allow for more ambitious production numbers and special effects.

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(more)

Ed Herlihy, who is heard on the "Kraft Television Theatre" and the "Children's Hour," will be the "Your Show of Shows" announcer this season. Returning from last season's staff are Charles Sanford, music director; Bill Hobin, director; James Starbuck, choreographer; Fred Fox, scenic designer; Paul du Pont, costume designer, and Clay Warnick, choral director. The writers are Mel Tolken, Mel Brooks, Joe Stein, Tony Webster and Hannah Grad Goodman.

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NBC-New York, 9/2/53 FWK

HARVEY GANNON IS APPOINTED TO NEW POSITION OF SERVICE SUPERVISOR OF NBC-TV NETWORK

Harvey Gannon, who has served the National Broadcasting Company in many capacities since 1930, has been appointed to the newly created position of service supervisor for the television network. //

Gannon will report to Stephen A. Flynn, director of sales traffic operations.

Among the positions held by Gannon with NBC have been program manager of WNBC, director of traffic for WNBC and WNBT, night announcing supervisor for NBC and assistant night program manager for the network. He is a graduate of St. Francis College, is married, has two children and lives in Lynbrook, Long Island, N.Y. Recalled to the Navy two years ago, he recently was discharged with the rank of lieutenant commander.

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NBC-New York, 9/2/53

HARVEY CANNON IS APPOINTED TO NEW POSITION OF SERVICE SUPERVISOR ON MBC-TV NETWORK

Harvey Cannon, who has served the National Broadcasting Company in many capacities since 1929, has been assigned to the newly created position of service supervisor for the television network.

Cannon will report to Stephen A. Plum, director of sales traffic operations.

Among the positions held by Cannon with NBC have been program manager of WMAQ, director of traffic for WMAQ and WMAT, night announcing supervisor for NBC and network night program manager for the network. He is a graduate of St. Francis College, is married, has two children and lives in Lynbrook, Long Island, N.Y. Recalled to the Navy two years ago, he recently was discharged with the rank of lieutenant commander.

CREDITS FOR 'THE TELEPHONE HOUR' ON NBC RADIO

PROGRAM:	"The Telephone Hour"
BROADCAST:	NBC radio, Mondays, 9-9:30 p.m., EST
SPONSOR:	Bell Telephone System
POINT OF ORIGIN:	New York City (Radio City)
FIRST BROADCAST:	April, 1940.
FORMAT:	Concert artists as guest soloists each week with Bell Symphonic Orchestra
CONDUCTOR:	Donald Voorhees
PRODUCER:	Wallace Magill
ASSISTANT PRODUCER:	Barbara Curham
NBC PRODUCER:	Paul Knight
AGENCY:	N.W. Ayer & Son, Inc.
ANNOUNCERS:	Floyd Mack and Tom Shirley
THEME SONG:	"Bell Waltz" by Donald Voorhees

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CREDITS FOR "THE TELEPHONE HOUR" ON NBC RADIO

TITLE:	"The Telephone Hour"
SPONSOR:	NBC radio, Monday, 9-9:30 p.m., EST
PRODUCER:	Bell Telephone System
DATE OF BROADCAST:	[illegible]
EARLY BROADCASTS:	[illegible]
SYNOPSIS:	Concert musician on leave (John [illegible]) has been drafted by Bell.
NARRATOR:	Donald Voorhees
ANNOUNCER:	Wallace Magill
ORCHESTRA CONDUCTOR:	[illegible]
THE CHORUS:	Paul Lavalle
SONGS:	[illegible]
ARRANGERS:	Floyd Muck and Tom Shirley
SONG TITLE:	"Bell Melody" by Donald Voorhees

NBC TRADE NEWS

September 3, 1953

ALLIS-CHALMERS RENEWS FOR 'FARM AND HOME' HOUR

The Allis-Chalmers Manufacturing Company, through the Bert S. Gittins advertising agency, renewed its sponsorship for 52 weeks on THE NATIONAL FARM AND HOME HOUR (Saturdays, 1-1:30 p.m., EDT) it was announced today by Edward Hitz, NBC Central Division Network Sales manager.

The renewal is effective Sept. 5, and is for the full NBC radio network. The 25-year-old agricultural service program has been sponsored by Allis-Chalmers since 1945.

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'GREAT GILDERSLEEVE' RENEWED BY KRAFT

The Kraft Foods Company, through the Needham, Louis and Brorby, Inc., advertising agency has renewed THE GREAT GILDERSLEEVE (Wednesdays 8:30 p.m., EDT) on the full NBC radio network starting Sept. 9.

The contract for the Hollywood-originated program runs through June 2, 1954.

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BLOCK DRUG CO. IS NEW ALTERNATE SPONSOR OF 'NAME THAT TUNE' ON NBC TELEVISION

The musical quiz show, NAME THAT TUNE, which came to television on July 6, after starting on NBC radio last season, will have a new alternate sponsor, Block Drug Co., beginning Monday, Sept. 7 (NBC-TV, 8:00-8:30 p.m., EDT).

Block Drug will advertise Amm-i-dent tooth paste and powder, alternating with Speidel watch bands.

Cecil and Presbrey Inc. is the agency for Block Drug Company.

"Name That Tune" is heard on NBC radio Fridays (8:30 p.m., EDT), and features Red Benson as master of ceremonies, and Vicky Mills as vocalist. Harry Salter is producer and musical director. The show attempts to stump contestants by having song titles sung in any one of 30 foreign languages or dialects. Mrs. Harry Salter, wife of the producer, manages the "multi-lingual department."

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NBC-New York, 9/3/53

NBC TRADE ONLY

O.K.

B. LOWELL JACOBSEN IS NAMED PERSONNEL DIRECTOR OF NBC

FOR RELEASE SUNDAY, SEPT. 6

B. Lowell Jacobsen, former manager of personnel of the Home Instrument Department, RCA Victor Division, Radio Corporation of America, has been named personnel director of the National Broadcasting Company, effective Sept. 1. The announcement was made today by J.M. Clifford, NBC vice president in charge of personnel.

Jacobsen joined the RCA Victor Division on Sept. 1, 1943, in the Personnel Department of the Bloomington, Ind., plant. On July 1, 1944, he was appointed personnel manager of the Bloomington plant and on April 1, 1950, he became personnel manager of the Indianapolis plant. He was transferred to the home office in Camden, N.J., on Dec. 1, 1951, as manager of personnel of the Home Instrument Department.

Jacobsen was born in Chicago and attended grammar school and high school in Riverside, Ill. He is a graduate of North Central College in Naperville, Ill. Before joining RCA Victor, he was employed in an executive capacity by Continental Can Company's ordnance plant, Terre Haute, Ind., and by Spiegel, Inc., of Chicago.

The new NBC executive is a past president of the Indiana Personnel Association, past president of the Indiana Junior Chamber of Commerce and a member of the Midwest Electronics Personnel Association. He is married and the father of two boys. The family lives in Havertown, Pa.

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NBC-New York, 9/3/53

FOR RELEASE SUNDAY, SEPT. 6

T. Lowell Jacobsen, former manager of personnel of the Home Instrument Department, RCA Victor Division, Radio Corporation of America, has been named personnel director of the National Broadcasting Company, effective Sept. 1. The announcement was made today by J.M. Gifford, NBC vice president in charge of personnel.

Jacobsen joined the RCA Victor Division on Sept. 1, 1940, in the Personnel Department of the Bloomington, Ind., plant. On April 1, 1944, he was promoted personnel manager of the Bloomington plant and on April 1, 1950, he became personnel manager of the Indianapolis plant. He was transferred to the home office in Camden, N.J., on Dec. 1, 1951, as manager of personnel of the Home Instruments Department.

Jacobsen was born in Chicago and attended grammar school and high school in Riverside, Ill. He is a graduate of Monmouth Junior College in Maperville, Ill. Before joining RCA Victor, he was employed in an executive capacity by Continental Can Company's Chicago plant, Terre Haute, Ind., and by Spiegel, Inc., of Chicago.

The new NBC executive is a past president of the Indiana Personnel Association, past president of the Indiana Junior Chamber of Commerce and a member of the National Executives Personnel Associations. He is married and the father of one boy. The family lives in Haverford, Pa.

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NBC-New York, 9/3/53

NBC TRADE NEWS

September 3, 1953

'THIS IS YOUR LIFE,' SERIES OF SURPRISE BIOGRAPHIES
EMCEED BY RALPH EDWARDS, TO START NEW SEASON ON NBC

THIS IS YOUR LIFE, the NBC-TV program which proves that truth is not only stranger, but more dramatic than fiction will inaugurate its Fall series of programs on Wednesday, Sept. 30, at 10 p.m., EST. Creator and star of the show, Ralph Edwards, will once more re-create for the viewing audience the lives of different individuals--sometimes celebrities, sometimes a private citizen with a special story--in detail.

Each subject for a "This Is Your Life" program has a human interest story to tell, either of heroism, sacrifice, outstanding civic contributions or a spectacular career.

During the past season Edwards has covered the lives of Dinah Shore, Fran Allison and Roy Rogers, among the celebrities, and Billie Clevenger, an NBC telephone operator; Helene Ruthling, a foster mother and ranch owner, and Hanna Kohner, a former inmate of a concentration camp, among the lesser-known citizens.

Edwards has a large staff helping him to learn the background of each subject chosen for "This Is Your Life." About 20 persons get busy about two weeks in advance of a particular program and telephone

(more)

all sections of the country--to the wife, the husband, friends, relatives, business and school acquaintances of the individual whose life is to be dramatized. Piece by piece, the story falls into a pattern.

As many as 100 long-distance phone calls have been made tracing down the life of a particular person. One of these calls was made to Oolagah, Okla., where there was only one telephone operator, and no phone service when she went to lunch. Edwards waited, however, and got his man.

Only once has the principal subject caught on before show time and the program was canceled out. This was when actress Ann Sheridan found out by accident that Edwards and his staff were doing research on her life prior to luring her to the El Capitan Theatre for one of their little surprise parties. As time goes by it will become increasingly difficult to deceive celebrities since the El Capitan is becoming very well known for being the point of origination for "This Is Your Life." Edwards' little tricks such as using a performer to introduce a fellow performer--and then turning the tables on his unsuspecting 'assistant' will be difficult to repeat. However, if the past versatility displayed by Edwards in flights of imaginative conniving continues, there will be new and better tricks.

The members of the Edwards' staff conduct their research with FBI-like secrecy to prevent possible leaks and are phenomenally successful, considering the human tendency to tell secrets to "just one or two friends."

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NBC-New York, 9/3/53 FWK

CREDITS FOR 'THIS IS YOUR LIFE' ON NBC-TV

PROGRAM:	THIS IS YOUR LIFE
TIME:	Wednesdays, 10 p.m., EDT
SEASON STARTING DATE:	Wednesday, Sept. 30, 1953
ORIGINAL STARTING DATE:	Nov. 14, 1948
STAR:	Ralph Edwards
FORMAT:	Dramatic re-creations of the lives of various people.
PRODUCERS:	Ralph Edwards, Alfred Paschall, Axel Gruenberg
ANNOUNCER:	Bob Warren
MUSICAL DIRECTOR:	Von Dexter
TECHNICAL DIRECTOR:	Joe Conn
ORIGINATION:	El Capitan Theatre, Hollywood
SPONSOR:	Hazel Bishop, Inc. for Hazel Bishop No-Smear Lipstick
AGENCY:	Raymond Spector Advertising, Inc.

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NBC-New York, 9/3/53 FWK

September 3, 1953

SUPPORTING PLAYERS NAMED FOR 'BONINO,' NEW TV SERIES STARRING EZIO PINZA

A cast of supporting players for the new comedy program BONINO starring Ezio Pinza has been chosen by producer-director Gordon Duff. The program, which deals with the problems of a father of eight motherless children, will be seen on Saturday nights starting Sept. 12 (NBC-TV, 8 p.m., EDT).

The role of the family maid Martha will be played by Mary Wicks, the concert manager by David Opatashu, and Rusty the valet, by Mike Kellin. Six of the eight children with speaking parts will be:

Conrad Janis Edward, the oldest son
Lenka Petersen as Doris, the oldest daughter
Chet Allen as Jerry, 15 years old
Oliver Andes as Carlo, 12 years old
Gaye Houston as Francesca, 8 years old
Van Dyke Parks as Andrew, 6 years old

Players for the remaining two children's roles -- Michael and Angela -- will be selected. Theirs will be non-speaking parts.

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NBC TRADE NEWS

September 4, 1953

DINAH SHORE AND BOB HOPE TO COME TO N.Y. FOR 'COLOR PREMIERES';
OTHER MAJOR NBC SERIES ALSO TO FACE RCA-NBC COLOR CAMERAS

FOR RELEASE TUESDAY, P.M., SEPT. 8, 1953

The Dinah Shore and Bob Hope television shows, which normally originate on the West Coast, will be brought to New York for their "color premieres', the National Broadcasting Company revealed today in making public its schedule of top commercial shows thus far slated for the color cameras. The "premieres" are scheduled for Oct. 6 and Nov. 17 respectively.

Under plans already announced, the "premieres" will be in the form of dress rehearsals pending Federal Communications Commission approval of standards on which the RCA-NBC compatible color system is based, with the regular telecast following in black and white. Upon FCC approvals, the "color premieres" will go on the air in color.

First "premiere" scheduled is for "Robert Montgomery Presents," on Sept. 28. Others are the "Paul Winchell Show" Oct. 11; "Television Playhouse," Oct. 18; "Your Show of Shows," Oct. 24; and "Your Hit Parade," Nov. 7.

(more)

The "premieres" will be held at NBC's Colonial Theatre, world's first fully-equipped television studio for compatible color, which has been the center of intensive experimental work in color programming for almost a year.

NBC has been colorcasting sustaining programs for several months under experimental authorization of the FCC. These programs have been seen on ordinary sets in high-definition black and white.

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NBC-New York, 9/4/53

NBC TRADE NEWS

O.K.

September 4, 1953

JOHN K. HERBERT IS ELECTED A MEMBER
OF BOARD OF DIRECTORS OF NBC

New York, Sept. 4 -- Brig. Gen. David Sarnoff, Chairman of the Boards of Directors of the Radio Corporation of America and the National Broadcasting Company, today announced that John K. Herbert, vice president in charge of NBC Television Network Sales, has been elected a member of the Board of Directors of the NBC.

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NBC TRADE NEWS

September 4, 1953

FORMER PRESIDENT TRUMAN WILL APPEAR ON TV 'EXCURSION'
SEPT. 20 TO TELL YOUTH OF OPPORTUNITIES IN U.S.

- - -

Premiere Sept. 13 Will Feature 'Huckleberry Finn' Incident
With Eddie Albert, Thomas Mitchell, Clifford Tatum
And Sugar Ray Robinson in Dramatic Debut

Former President Harry S. Truman will appear on EXCURSION, the Ford Foundation TV-radio Workshop's new 26-week NBC-TV series for young people, Sunday, Sept. 20 (3:30-4:00 p.m., EDT). He will talk about the opportunities that lie ahead for this country's young people.

Former President Herbert Hoover may take part in a later program in this series.

The premiere telecast, Sept. 13, will feature a dramatization of the incident from Mark Twain's "The Adventures of Huckleberry Finn" in which the two scalawags, the Duke and the Dauphin, join Huck and Jim on the raft. Eddie Albert will portray the Duke and Thomas Mitchell the Dauphin. Sugar Ray Robinson, retired world's middleweight boxing champion, will make his debut as a dramatic actor as Jim. Clifford Tatum will play Huck.

(more)

The Sept. 13 program also will offer previews of things to come on the series, which is designed to give young people stimulating views of the worlds of literature, science, sports, art, the theatre, career-building, government and other fields. Americans who have made distinguished contributions in these fields will appear throughout the 26 weeks.

Burgess Meredith, the stage and film star, will be master of ceremonies on the series.

The purpose of "Excursion," as outlined by the Ford Foundation's TV-Radio Workshop, is "to demonstrate that quality entertainment for young people can also be commercially successful on television. In collaboration with educators, the program is being built on the premise that it is possible to quicken the native intelligence and curiosity of young people and do it in ways that will attract an audience."

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NBC-New York, 9/4/53

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Burgess Meredith, the stage and film star, will be master of ceremonies on the series.

The purpose of "Discovery," as outlined by the Ford Foundation's TV-Radio Workshop, is "to demonstrate that quality entertainment for young people can also be commercially successful on television. In collaboration with educators, the program is being built on the premise that it is possible to quicken the native intelligence and curiosity of young people and do it in ways that will attract an audience."

NBC

TELEVISION NEWS

September 4, 1953

EVERYTHING'S FINE AT JEFFERSON CITY JUNIOR HIGH; 'MR. PEEPERS' IS BACK AT HIS SCIENCE CLASS DESK

MR. PEEPERS, one of TV's most beloved characters, resumes his scholastic duties in Jefferson City for the Fall when the popular comedy series, starring Wally Cox, returns to NBC-TV on Sunday, Sept. 13 (7:30 p.m., EDT). With the heart-warming junior high school science teacher will be all of his friends and neighbors who have helped make "Mr. Peepers" a welcome visitor in millions of viewers' homes since his first modest appearance on their video screens.

For the comic adventures of mild-mannered Robinson Peepers, who frequently finds himself involved in one situation after another as a result of his highly original reactions to a world he never made, have endeared themselves to an affectionate public. Once again this season, Mr. Peepers will be closely associated with his colleagues -- sweet, disorganized Mrs. Gurney (Marion Lorne); school nurse Nancy Remington, Peepers' favorite lady (Patricia Benoit); Harvey Weskit,

(more)

Peepers' well-meaning confidant (Tony Randall) and the latter's recent bride, Marge Weskit (Georgiann Johnson). Other familiar players will join the scene as the various scripts demand.

"Mr. Peepers" was launched on NBC-TV as a Summer show on July 3, 1952. Shortly after the final program, Sept. 25, the network was besieged with literally thousands of letters from fans demanding that the show be retained as a permanent attraction. A regular Fall series, starring Wally Cox in the role he initially assumed experimentally, started on Oct. 26 last year, to the satisfaction of virtually everyone concerned.

Fred Coe is executive producer of "Mr. Peepers." Hal Keith will double in brass as producer while continuing his directorial chores, as heretofore. Scripts will still be written by Jim Fritzell and Everett Greenbaum, while Bernie Green will once again have the responsibility for the music. James Russell will design the settings.

"Mr. Peepers" will be sponsored, as before, by the Reynolds Metals Company. Russel M. Seeds Co., Inc., is the agency. The program originates "live" in New York City.

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NBC-New York 9/4/53 FWK

CREDITS FOR 'MR. PEEPERS' ON NBC-TV

PROGRAM:	MR. PEEPERS
RETURNS:	Sunday, Sept. 13, 1953
TIME:	NBC-TV, Sundays, 7:30 p.m., EDT.
FORMAT:	The heart-warming adventures of Robinson Peepers, science teacher of Jefferson City Junior High School, located in a small Midwestern city. Mr. Peepers' winning but unique personality sometimes clashes with a conventional world that does not always understand him, but which is invariably charmed by his essential truth and unduplicated charm.
STAR:	Wally Cox as Robinson Peepers
CAST:	Marion Lorne as Mrs. Gurney, Patricia Benoit as Nancy Remington, Tony Randall as Harvey Weskit, Georgiann Johnson as Marge Weskit.
EXECUTIVE PRODUCER:	Fred Coe
PRODUCER AND DIRECTOR:	Hal Keith
WRITERS:	Jim Fritzell and Everett Greenbaum
SETTINGS:	James Russell
MUSIC:	Bernie Green
SPONSOR:	Reynolds Metals Company
AGENCY:	Russel (cq) M. Seeds Co., Inc.
ORIGINATION:	New York City, "live."
ORIGINAL PREMIERE DATE:	Started Fall series Oct. 26, 1952, after Summer series July 3-Sept. 25, 1952.

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NBC-New York 9/4/53 FWK

[illegible]

NBC TRADE NEWS

September 4, 1953

GISELE MacKENZIE JOINS ROSTER OF SINGING STARS OF 'YOUR HIT PARADE' AS SHOW RETURNS FOR NEW SEASON ON NBC-TV

Gisele MacKenzie, young singing headliner, will join Dorothy Collins, Snooky Lanson and Russell Arms as the star vocalists of YOUR HIT PARADE when the musical extravaganza returns for the Fall season after a Summer vacation on Saturday, Sept. 12 (NBC-TV, 10:30 p.m., EDT).

The fast-paced half-hour show will continue to present song-and-dance interpretations of the nation's top seven tunes of the week --as ascertained by a comprehensive nationwide survey--as well as the colorful "Extras" culled from the hits of yesteryear.

Raymong Scott and his orchestra will head the musical troupe Returning also will be the Hit Parade Dancers, including Virginia Conwell, Nanon Millis, Lenny Claret, Bob Herget and Tom Hanson, as well as the versatile choristers known as the Hit Parade Singers.

(more)

Dan Lounsbery will produce the series, with William Nichols as associate producer. Clark Jones is once again the director. The novel choreography will be devised once more by Tony Charmoli. Announcer Andre Baruch, set designer Paul Barnes and costumer Sal Anthony also will be back at their regular assignments.

The prize-winning program, often cited in the past for its originality, ingenuity and expert production values, will have alternate sponsors this season. Its previous sponsor, the American Tobacco Company for Lucky Strike Cigarettes, will present the opening show. The following week, Saturday, Sept. 19, the Crosley Division of the AVCO Manufacturing Corporation, will be the sponsor. Alternate week sponsorship will continue thereafter on this basis. Batten, Barton, Durstine and Osborn is the agency for both clients.

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NBC-New York, 9/4/53

CREDITS FOR 'YOUR HIT PARADE' ON NBC-TV

PROGRAM:	"Your Hit Parade"
RETURN DATE:	Saturday, Sept. 12, 1953
TIME:	Saturday, 10:30-11 p.m., EDT.
FORMAT:	A spectacular song-and-dance extravaganza, dramatizing the seven top popular tunes of the week with considerable ingenuity. In addition to the imaginative sequences presenting the songs on the Survey List, the program is embellished with "Extras," usually popular hits of yesteryear. The lavish production numbers, credited with being among the best produced in TV, feature the four singing stars, the vocal and dance groups and the instrumentalists.
CAST:	Dorothy Collins, Snooky Lanson, Gisele MacKenzie and Russel Arms as vocal stars. Raymond Scott and his orchestra. The Hit Parade Singers and Dancers.
PRODUCER:	Dan Lounsbery
ASSOCIATE PRODUCER:	William Nichols
DIRECTOR:	Clark Jones
CHOREOGRAPHER:	Tony Charmoli
MUSICAL DIRECTOR:	Raymond Scott
SETTINGS:	Paul Barnes
COSTUMES:	Sal Anthony
ANNOUNCER:	Andre Baruch
SPONSOR:	Sponsored on alternate Saturdays by The American Tobacco Company for Lucky Strike Cigarettes, and by the Crosley Division of the AVCO Manufacturing Corporation.
AGENCY:	Batten, Barton, Durstine and Osborn, for both clients.
ORIGINATION:	New York City, "live."
ORIGINAL PREMIERE DATE:	July 10, 1950

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NBC-New York, 9/4/53 FWK

"Tom, Dick Harry"

Saturday, June, 14, 1969

Saturday 3:00-4 p.m. CST

Spectacular song-and-dance extravaganza, combining the seven top popular tunes of the week with constantly changing, in addition to the imaginative arrangements by Sid Bergo on the Survey Band, the program is embellished when "Harry," usually popular star of vaudeville, the talk show, comedian Hickey, [illegible] being among the more produced in TV, introduce the four singing stars, the seven and dance groups and the [illegible].

Tommy Tucker, young singing star, Harry Hickey and Harry Ryan as host [illegible]. Diamond Sports and M.C. commentator. The M.C. [illegible] Hickey and Harry.

Tom Lunsford

Lyman Donaldson

Clint Jones

Tony Cannelli

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Lyman, Lunsford, Donaldson and Cannelli, New York City.

New York City, "Tom,"

July 10, 1969

NBC TRADE NEWS

September 4, 1953

NBC RADIO'S 'BIG STORY' RETURNS SEPT. 23 WITH AUTHENTIC DRAMA ON CHICAGO KIDNAPING

Radio's "Big Story" will return to the air after a Summer hiatus Wednesday, Sept. 23 (NBC, 9:30 p.m., EDT) with a dramatization of a reporter's experience with a publicity-hungry killer.

The reporter, Eden Wright of the Chicago Daily News, helped reunite a family which had been separated for more than 20 years. Kidnaping of an infant whose whereabouts could not be traced by the parents had caused the broken family. Real names rarely are used on "Big Story," but will be this time.

"Big Story" began on the NBC radio network April 2, 1947, using the same basic format it still follows: dramatizations of authentic experiences of newspapermen and women on their most notable assignments. Each program faithfully outlines highlights of such an actual event.

(more)

These semi-documentary plays reveal the public service performed by reporters not only in helping authorities solve crimes but in ferreting out facts which prevent miscarriages of justice, helping the unfortunate to become rehabilitated, or in uncovering corruption in local politics.

Each reporter whose story is used on "Big Story" receives a $500 award.

Bob Sloane is narrator. The series is produced by Bernard J. Prockter, directed by James Hayes, with Wladimir Selinsky as music director.

"Big Story" is sponsored by the American Cigarette and Cigar Co. for Pall Mall cigarettes. The agency is Sullivan, Stauffer, Colwell and Bayles, Inc.

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NBC-New York, 9/4/53 FWK

CREDITS FOR 'BIG STORY' ON NBC RADIO

PROGRAM:	BIG STORY
RETURN DATE:	Sept. 23, 1953
TIME:	Wednesday, 9:30 p.m., EDT
DESCRIPTION:	Drama documentary series of authentic experiences of newsmen and women in covering their beats.
FORMAT:	A different true story dramatized each week.
PRODUCER:	Bernard J. Prockter
DIRECTOR:	James Hayes
MUSIC DIRECTOR:	Wladimir Selinsky
NARRATOR:	Bob Sloane
SCRIPT WRITERS:	Various
SERIES BEGAN:	April 2, 1947
SPONSOR:	The program is sponsored by the American Cigarette and Cigar Co. for Pall Mall cigarettes.
AGENCY:	Sullivan, Stauffer, Colwell and Bayles, Inc.

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NBC-New York, 9/4/53 FWK

September 4, 1953

EZIO PINZA STARS IN 'BONINO,' SITUATION COMEDY SERIES
BY STAR WRITING TEAM; NOTED SUPPORTING CAST NAMED

Ezio Pinza, and a brilliant supporting cast will go on the air Saturday, Sept. 12 in a new program BONINO (NBC-TV, 8 p.m., EDT). It will be a situation comedy seen weekly, with Pinza as Bonino, a concert singer who is the father of eight motherless children.

In the opening script, Pinza comes home to find there are many problems in the house that he hadn't suspected. He also finds that he has drifted away from his children and that they don't even need him anymore. So he decides to give up his concert tours to stay home and raise his own family.

Thr program was conceived by Thomas W. Phipps and will be written by Robert Alan Aurthurand David Shaw. All three men have achieved distinction for their writing on television. Fred Coe will be executive producer of the weekly series.

Sponsor of the opening telecast will be the Philip Morris Company, Ltd. Philip Morris will sponsor the first three telecasts

(more)

September 6, 1958

Acid comes dyed in 'Family' Situation comedy series

BY STAR WRITING TEAM; NOTED SUPPORTING CAST NAMED

Mario Filmes, and a brilliant supporting cast will go on the air Saturday, Sept. 12 in a new program ROMINO (NBC-TV, 8 p.m., EST). It will be a situation comedy seen weekly, with Filmes as Romino, a talented singer who is the father of eight motherless children.

In the opening script, Filmes comes home to find there are many problems in the house that he hadn't suspected. He also finds that he has drifted away from his children and that they don't even need him anymore. So he decides to give up his concert tours to stay home and raise his own family.

The program was conceived by Thomas W. Phipps and will be written by Robert Alan Aurthurand David Shaw. All three men have received distinction for their writing on television. Fred Coe will be executive producer of the weekly series.

Sponsor of the opening telecast will be the Philip Morris Company, Inc. Philip Morris will sponsor the first three telecasts

(more)

alone and starting with the fourth week will be joined by the Lady Esther Company, Ltd., as co-sponsor.

Ezio Pinza brings to this program his years of experience in many entertainment media. He has been successful in opera, as well as a top name in concert, radio and recordings. His appearance in the Broadway hit "South Pacific" brought him even wider recognition. Since then he has starred in films and in television shows.

This will mark the first time that Pinza will appear in a weekly program with a story-line. The various problems and joys of the different children will be treated in the forthcoming shows. There also will be a touch of romance for the widower Bonino.

Pinza's great voice will be heard often, but his singing will be woven into the fabric of the script.

The cast also will include Mary Wicks, David Opatashu, Mike Kellin, Conrad Janis, Lenka Petersen, Chet Allen (who created the role of "Amahl")Oliver Andes, Gaye Houston and Van Dyke Parks.

Gordon Duff has been chosen by executive producer Fred Coe to be producer-director of the series.

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NBC-New York, 9/4/53 FWK

NBC'S F.W. WILE, JR., TO ADDRESS HOTEL MEN

Frederic W. Wile, Jr., NBC vice president in charge of networks production, will address the annual convention of the New York State Hotel Association Saturday, Sept. 12, at Ausable, N.Y.

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NBC-New York, 9/4/53

NBC TRADE NEWS

Press release

BRIG. GEN. SARNOFF ANNOUNCES NBC EXECUTIVE ASSIGNMENTS

FOR RELEASE WEDNESDAY, A.M. PAPERS, SEPT. 9

NEW YORK, Sept. 9--Brig. Gen. David Sarnoff, Chairman of the Board of the National Broadcasting Company, today made the following announcement to the NBC staff:

"In view of the general expectation that compatible color television will be authorized in the near future on a commercial basis, it is essential that steps be taken to integrate color with our present black-and-white service as soon as authority is granted by the FCC.

"Plans for color telecasting have been developed and completed by Mr. Weaver, to whom I assigned this special task some time ago. These plans are comprehensive and far-reaching for our network, our affiliates and our clients.

"The continued growth of our television network, and the expansion our operations will assume with the advent of color, make it necessary that the program and sales activities of the NBC television network be headed by executives who will be free to devote their full time and attention to their respective duties. Accordingly, I have made the following assignments, effective immediately:

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"Mr. Sylvester L. Weaver, Vice Chairman of the Board, will be in charge of Television Network Programs.

"Mr. Robert W. Sarnoff, Vice President in charge of the Film Division, will also serve as Executive Assistant to Mr. Weaver and will coordinate the activities of the departments reporting to Mr. Weaver. The heads of these departments will continue in their present positions--Mr. Thomas A. McAvity, National Program Director; Mr. Frederic W. Wile, Jr., Vice President for Production; Mr. Davidson Taylor, Director of Public Affairs; and Mr. Gustav B. Margraf, Vice President for Program Business Affairs.

"Mr. John K. Herbert has been appointed Vice President in charge of Television Network Sales. Reporting to Mr. Herbert will be Mr. Charles C. Barry, who has been appointed Vice President for Program Sales, and Mr. George Frey, who continues in his present position as Vice President and Director of Sales.

"Mr. Hugh M. Beville, Jr., Director of Research and Planning, and Mr. Sydney H. Eiges, Vice President for Press and Publicity, will continue in their present positions and report to Mr. Herbert.

"Mr. Joseph V. Heffernan has been appointed Vice President for Finance and Services. Mr. David C. Adams has been appointed Administrative Vice President, reporting to Mr. Heffernan. Messrs. O.B. Hanson, Vice President and Chief Engineer; Harry Bannister, Vice President for Station Relations; and Joseph McDonald, Treasurer, will continue in their present positions and report to Mr. Heffernan.

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"Mr. Spencer G. Bunn, Vice President of the Board, will be in charge of Television Station Relations.

"Mr. Robert W. Barnett, Vice President in charge of the Film Division, will also serve as Executive Assistant to Mr. Bunn and will coordinate the activities of the departments reporting to Mr. Bunn. The heads of these departments will continue in their present positions--Mr. Thomas A. Moseley, National Program Director; Mr. Dominic Miles Q., Film Production Manager; Mr. Harrison Yates, Director of Public Affairs; and Mr. Walter A. Murphy, Vice President for Program Business Affairs.

"Mr. John K. Herbert has been appointed Vice President in charge of Television Network Sales. Reporting to Mr. Herbert will be Mr. Charles C. Berry, who has been appointed Vice President for Film-Film Sales, and Mr. George Frey, who continues in his present position as Vice President and Director of Sales.

"Mr. Hugh M. Saville, Jr., Director of Research and Planning, and Mr. Sydney H. Eiger, Vice President for Press and Publicity, will continue in their present positions and report to Mr. Bunn.

"Mr. Joseph V. Duffy, Jr. has been appointed Vice President for Finance and Services. Mr. Paul E. Adams has been appointed Administrative Vice President, reporting to Mr. Duffy. Messrs. C. L. Denton, Vice President and Chief Engineer; Henry Lundstrom, Vice President for Station Relations; and Joseph Schwarz, Treasurer, will continue in their present positions and report to Mr. Duffy.

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"Messrs. William S. Hedges, Vice President for Integrated Services; Thomas E. Ervin, Vice President and General Attorney; and Charles Cresswell, Controller, will continue in their present positions and report to Mr. Adams.

"Messrs. Weaver, Herbert and Heffernan will report to the Chairman of the Board; as will Mr. John K. West, Vice President for the Pacific Division.

"All other Divisions and Departments of the National Broadcasting Company and the organization channels through which they report, remain as at present.

David Sarnoff
Chairman of the Board"

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NBC-New York, 9/8/53

EPIC NBC FILM SERIES, 'VICTORY AT SEA,' SIGNED FOR N.Y. AND BOSTON MARKETS BY THOM MCAN SHOES

VICTORY AT SEA, which has been described as "the most ambitious and most successful venture in the history of television," will be presented by Thom McAn Shoes over WNBT, New York, and WBZ, Boston, beginning in late September.

The time was bought by Thom McAn through Anderson and Cairns of New York, and placed with NBC Spot Sales. The contract calls for 26 weeks, beginning in New York on Tuesday, Sept. 22 (7 p.m., EDT) and in Boston on Friday, Sept. 25 (11:15 p.m., EDT).

A film and music dramatic history of naval operations during World War II, "Victory at Sea" was produced by the National Broadcasting Company in co-operation with the U.S. Navy. It has drawn not only lavish praise from the press of four countries, but practically every major award in the industry.

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ROBERT PAULEY IS APPOINTED ACCOUNT EXECUTIVE IN NBC RADIO NETWORK SALES DEPT.

Robert Pauley has been appointed account executive in the sales department of the NBC radio network, Fred L. Horton, director of Sales for the network, announced today.

Pauley comes to NBC from Station WOR, where he was an account executive. Prior to that, he was on the sales staff of Station WKOX in Framingham, Mass.

Pauley, who resides in New Canaan, Conn., attended Harvard College. During World War II he was a lieutenant in the Merchant Marine.

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NBC-New York, 9/8/53

[illegible]

[illegible] FILM [illegible], "VICTORY AT SEA," [illegible]

N.Y. ARM TOWNS [illegible] BY NBC [illegible]

VICTORY AT SEA, which has been described as "the most ambitious and most successful venture in the history of television," will be presented by Time-Life Shows over WNBC, New York, and WNBC, Boston, beginning in late September.

The show was bought by Time Inc. through Anderson and Cairns of New York, and placed with NBC Spot Sales. The contract calls for 26 weeks, beginning in New York on Tuesday, Sept. 22 (7 p.m., EST) and in Boston on Friday, Sept. 25 (11:15 p.m., EST).

A film and music dramatic history of naval operations during World War II, "Victory at Sea" was produced by the national broadcasting company in cooperation with the U.S. Navy. It has won not only lavish praise from the press of this country, but provoked many more awards in the industry.

MOVING PUBLIC IS [illegible] ACCURACY [illegible]

IN NBC RADIO MOVING [illegible] DATE

Robert Dailey has been appointed account executive in the sales department of the NBC radio network, Mind L. Morton, director of sales for the network, announced today.

Dailey comes to NBC from [illegible], where he was an account executive. Prior to that, he was on the radio staff of [illegible] in Bloomington, Mass.

Dailey, who resides in New Canaan, Conn., attended Harvard University. During World War II he was a lieutenant in the Marine Corps.

New-York Times, [illegible]

CREDITS FOR THE 'HOWDY DOODY SHOW' ON NBC-TV

PROGRAM:	HOWDY DOODY
TIME:	Mondays through Fridays, NBC-TV, 5:30-6 p.m., EDT
STARS:	Bob Smith as "Buffalo Bob," Bob Nicholson as Clarabell, the clown-Judy Tyler as Princess Summerfall Winter-spring, Bill Lecornic as Chief Thunderthud.
FORMAT:	The entertaining activities of a puppet and his "live" pals and other puppet associates in the wonderful town of "Doodyville, U.S.A."
EXECUTIVE PRODUCER:	Roger Muir
ASSOCIATE PRODUCER:	Robert L. Rippen
WRITER:	Edward Kean
DIRECTORS:	Howard Davis and Robert Hultgren
MUSIC:	"Doc" Whipple
ORIGINATION:	"Live" from NBC studios in Radio City, N.Y.
ORIGINAL STARTING DATE:	Dec. 27, 1947
SPONSORS:	Standard Brands, Kellogg's, Colgate-Palmolive-Peet, Continental Baking Co., Luden's Inc., Welch Grape Juice Co., International Shoe Co.
AGENCIES:	Ted Bates and Co., for Colgate-Palmolive-Peet, Continental Baking and Standard Brands. Henri, Hurst and McDonald, Inc., for International Shoe. Leo Burnett Co., for Kellogg's. Doherty, Clifford, Steers and Shenfield, Inc., for Welch Grape Juice. J.M. Mathes Inc., for Luden's.

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NBC-New York 9/8/52 FWK

[illegible] for the Labor Day week-end on NBC-TV

[illegible]:	Carol Burnett
[illegible]:	Bonanza Dressing Rooms, NBC-TV, 3:30-5 p.m.
[illegible]:	Bob Smith as "Howdy Doo," Bob Nicholson in [illegible], the clown-duck [illegible] as [illegible], Bill [illegible] as Clair Thunderbird.
TIMMY:	The [illegible] activities of a puppet [illegible] "Alive" pals and other puppets seen below in the wonderful town of "Doodyville, U.S.A."
[illegible] PRODUCER:	Roger Muir
[illegible] PRODUCER:	Robert L. Hoppen
[illegible]:	Howard Koan
DIRECTOR:	Howard Davis and Robert Hultgren
MUSIC:	"Doc" Wrapple
[illegible]:	"Live" from NBC studios in Rock Ole, N.Y.
[illegible] STARTING DATE:	Dec. 27, 1947
[illegible]:	Standard Brands, Modess, Continental Baking Co., [illegible] Co., Bulova Watch Co., International Shoe Co.
[illegible]:	The Bower Co., The Colgate-[illegible], Bakers of Twenty Grands, Kent, Inc., [illegible], Inc., The Bennett Shoe, Inc., The Bulova [illegible], Inc., Chrysler, Plymouth and Dodge Div., The Welch [illegible], Inc., Los Angeles.

CREDITS FOR 'EXCURSION' ON NBC-TV

PROGRAM:	EXCURSION
PREMIERE:	NBC-TV, Sunday, Sept. 13, 3:30-4 p.m., EDT
DESCRIPTION:	New 26-week series for young people prepared by the Ford Foundation's TV-Radio Workshop. Series is designed to give young people, from eight to 16, stimulating views of the world of literature, science, sports, art, the theatre, career-building, government and other fields. Americans who have made distinguished contributions in these fields will appear throughout the 26 weeks.
WORKSHOP DIRECTOR:	Robert E. Saudek
PRODUCER:	Jerry Stagg
DIRECTOR:	Dan Petrie
EMCEE:	Burgess Meredith
FIRST SHOW:	Dramatization of the episode of the Duke and the Dauphin from Mark Twain's "The Adventures of Huckleberry Finn," with Eddie Albert (as the Duke), Thomas Mitchell (as the Dauphin), Sugar Ray Robinson (as Jim) and Clifford Tatum (as Huck). Also, previews of things to come on the series.

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NBC-New York, 9/8/53

NEW YORK PREMIERE OF 'THE ROBE,' FIRST CINEMASCOPE FEATURE, TO BE COVERED WITH COLORFUL BROADCAST FROM ROXY THEATRE

Highlights of the Roxy Theatre, New York, premiere of "The Robe," the first motion picture ever made in Hollywood's new CinemaScope process, will be described by Ben Grauer and Faye Emerson in a special NBC radio broadcast Saturday, Sept. 19, (8:30-9 p.m., EDT).

The program will give listeners a detailed description of the arrival of stars and celebrities who will be interviewed on the significance of the new CinemaScope process for the future of the industry. Professor Henri Chretien, inventor of the CinemaScope, and Darryl F. Zanuck, 20th Century-Fox production chief, will appear on the broadcast.

CinemaScope gives the film a new dimension and utilizes a curved screen as wide and high as the theatre's stage. It is viewed without the use of special glasses. "The Robe" is based on Lloyd C. Douglas's best seller about the origin of Christianity in the Roman era.

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NBC-New York, 9/8/53

NBC TRADE NEWS

SERVICE REQUEST FROM JOHNSON AND JOHNSON MARKS 100TH NBC CLIENT SERVED BY MERCHANDISING DEPT.

A recent request for merchandising service from Johnson & Johnson marks the 100th client of the NBC radio and television networks to be served by the NBC Merchandising Department since its organization in January, 1952.

"This is a milestone in network merchandising and is another step in the recognition of the value of merchandising in the broadcasting field," Fred N. Dodge, NBC merchandising director, said. Dodge pointed out that while this is the 100th advertiser to request the services of the NBC Merchandising Department, there actually have been many more requests for merchandising assistance, since many advertisers have made more than one request.

Johnson & Johnson requested NBC merchandising services on behalf of its new Band-Aid "Super Stick" campaign.

Among the 100 NBC radio and television advertisers who have requested and received the services of the Merchandising Department are General Foods, General Motors, Reynolds Metals, Gillette Safety Razor Company, E.R. Squibb & Son, U.S. Rubber Company, Gerber Products,

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Simoniz, Speidel Corp., Emerson Drug, Armour & Company, and International Harvester.

"The files of our department bulge with evidence that network merchandising has helped move additional millions of dollars of goods from retail outlets all over the country," Dodge said. "We have found that our work, and that of our affiliate stations, is resulting in an increased awareness by retailers of the great influence on their sales that is exercised by the broadcast media."

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NBC-New York, 9/9/53

NBC TRADE NEWS

September 9, 1953

FULL TV FOOTBALL COVERAGE EACH SATURDAY AFTERNOON
--PREVIEW, TOP GAME AND SCOREBOARD--
SCHEDULED ON NBC NETWORK

NBC-TV this Fall will present the most comprehensive coverage of intercollegiate football ever seen by American televiewers.

On Saturday, Sept. 19, the network's telecasts of the schedule of top collegiate contests authorized by the National Collegiate Athletic Association will start with coverage of the Oregon-Nebraska game at Lincoln, Neb. (3:45 p.m., EDT). The series again will be sponsored by General Motors.

In addition to this series, which will include 11 complete games and two panoramic presentations involving four games each, NBC will surround these telecasts with other programs designed to give the fan practically an entire afternoon of football entertainment.

Each Saturday the Oldsmobile division of General Motors will sponsor a 15-minute preview of the game to be covered immediately thereafter. The preview program will originate in New York and will

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feature Sportscaster Bud Palmer and Red Grange, the famed "Galloping Ghost" who achieved sports immortality at the University of Illinois in the mid-20s. Grange and Palmer will discuss the personnel, coaches and systems of the teams to be seen in action that afternoon.

Following the telecast of the game itself, the Pontiac Division of General Motors will present YOUR PONTIAC SCOREBOARD, featuring Russ Hodges and the former Princeton All-American, Dick Kazmaier, who will review the day's football developments across the nation.

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NBC-New York, 9/9/53

NBC TRADE NEWS

September 9, 1953

'KATE SMITH HOUR' RETURNS TO NBC-TV SEPT. 21 IN NEW 3 TO 4 P.M. (EDT) TIME-SPOT

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Innovations Planned for Popular 5-Times-a-Week Series

Kate Smith, one of America's top entertainers, will return to NBC television Monday, Sept. 21, for her fourth season as star of the KATE SMITH HOUR, daytime television's high-caliber variety program.

The highly popular afternoon series, to be seen Mondays through Fridays at a new time this season 3 to 4 p.m., EDT, will feature several major innovations, according to producer Ted Collins. The format has been redesigned to permit greater flexibility in the presentation of the various features and to allow the special guests to participate in the entire full-hour program instead of appearing in just one portion of it.

Two young stars, ventriloquist-comedian Jimmy Nelson (with his wooden side-kick, Danny O'Day) and singer Jeff Clark, have been signed by Collins to appear on the program at regular intervals during the season.

The accent will be on top-flight variety entertainment interspersed with public service features such as Collins' noted "Cracker-

(more)

Barrel" interviews with important people in the news.

Miss Smith and Collins plan to present such outstanding features as original TV dramas, written especially for the "Kate Smith Hour"; operatic vignettes featuring capsule portions of outstanding operas with leading singers from the Metropolitan Opera, New York City Center and La Scala Opera of Milan; and classical ballet performed by top dancers.

There will be more comedy, singing and music, spotlighting top name artists and featuring members of the Kate Smith regulars: The Katydids (four girls and a boy) vocal quintet, the Kateds dance trio and the Showtimers song and dance trio.

Alene Dalton, the popular Story Princess who received an unprecedented amount of mail last season, will return to weave her fascinating tales for children.

Other entertainment features planned by Collins for the new season include guest appearances of top name bands and previews of major motion pictures. The movie preview segment was inaugurated almost three years ago and has proved very popular. The Kate Smith viewers are shown film scenes from the new movies and one or more of the stars from the pictures appear as Kate's guests.

The highly successful fashion shows will be continued on an intermittent basis this season along with other feminine features to be conducted by the singing star.

As in the past, the daily programs will be sparked by the personality of Miss Smith, whose outstanding singing voice and

(more)

charm have endeared her to millions of fans and earned her recognition as one of America's best-known women. Under the astute guidance of Collins, who has been associated with Kate for more than 23 years, the program will continue to present the best in diversified entertainment and public service features.

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NBC-New York, 9/9/53 FWK

CREDITS FOR 'KATE SMITH HOUR' ON NBC-TV

PROGRAM:	KATE SMITH HOUR
TIME:	Mondays through Fridays, 3-4 p.m., EDT, beginning Sept. 21.
FORMAT:	Variety featuring name guests, comedy and dramatic skits, opera vignettes, music, singing, dancing and public affairs features including "Cracker-Barrel" interviews by Ted Collins.
STAR:	Kate Smith; with Ted Collins acting as host.
REGULAR CAST:	Ventriloquist Jimmy Nelson, singer Jeff Clark, Alene Dalton, the Story Princess (who will be featured at regular intervals) the Katydids (vocal quintet), the Kateds (dance trio) and the Showtimers (vocal and dance trio)
PRODUCER:	Ted Collins.
DIRECTORS:	Kevin Joe Jonson and Lawrence Schwab, Jr., who will alternate.
MUSIC DIRECTOR:	Jack Miller.
WRITER:	Bill Jacobson
SCENIC DESIGNER:	Hjalmar Hermanson
ORIGINATION:	Hudson Theatre, New York

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SPONSORS:	Gerber Products Co. Corn Products Refining Co. Doeskin Products, Inc. Landers, Frary & Clark The Simoniz Co. James Lees and Sons Co.
AGENCIES:	D'Arcy Advertising Co., Inc. C. L. Miller Co., Inc. Grey Advertising Agency, Inc. Goold and Tierney, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc. D'Arcy Advertising Co. (The agencies correspond to same order as sponsors above).

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NBC-New York, 9/9/53 FWK

NBC TRADE NEWS

September 9, 1953

WILLIAM BENDIX RETURNS TO NBC-TV AS STAR OF 'LIFE OF RILEY' BEGINNING SEPT. 18

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Popular Filmed Situation Comedy Starts Second Year

With William Bendix starring in the role of Chester A. Riley, NBC-TV's situation comedy series, THE LIFE OF RILEY, will return to the air for the second year on Friday, Sept. 18 (8:30 p.m., EDT).

The first episode of the filmed series, "Riley's Stomach Ache," is by Harry Clork and concerns the always-hungry Riley who interprets a simple stomach ache as a fatal malady, and begins preparations for death.

Riley's suspicions that his stomachache is a terminal illness begin when he overhears the doctor telling his wife Peg (Marjorie Reynolds) about a sick cat. Riley, believing that the doctor is referring to him, jumps to his customary erroneous conclusions and forthwith involves the entire Riley family in a series of hectic crises.

Others in the cast, in addition to Miss Reynolds, a veteran film actress, are Lugene Sanders and Wesley Morgan, who play the Riley children, Babs and Junior. The Rileys' next-door neighbors, the Gillises, are Tom D'Andrea and Gloria Blondell.

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"Riley," according to Bendix, "is just an ordinary citizen, trying to do the things thousands of his fellow-Americans are trying to do. Maybe he tries a little harder, makes more mistakes and does everything a little more the hard way than anyone else, but there lies the comedy appeal. There is a lot of wisdom in Riley's malapropisms and pet remarks."

"The Life of Riley" is produced by Tom McKnight and directed by Abby Berlin. The situation comedy series, which is sponsored by the Gulf Oil Corporation, takes over for the Fall season following the Summer series, "1st Person."

Young and Rubicam is the agency for the sponsor.

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NBC-New York, 9/9/53

CREDITS FOR 'LIFE OF RILEY' ON NBC-TV

PROGRAM:	LIFE OF RILEY
TIME:	NBC-TV, Friday, 8:30 p.m., EDT
RETURN DATE:	Sept. 18, 1953
FORMAT:	Filmed situation comedy
STAR:	William Bendix
CAST:	Marjorie Reynolds, Lugene Sanders, Wesley Morgan, Tom D'Andrea, Gloria Blondell, Frank Ferguson, Stuffy Singer, Arthur Q. Bryan, Dick Bartell and Lester Door.
PRODUCER:	Tom McKnight
DIRECTOR:	Abby Berlin
SUPERVISOR:	Disney Van Kueren
WRITER: (PREMIERE SHOW)	Harry Clork
SPONSOR:	Gulf Oil Corp.
AGENCY:	Young and Rubicam
ORIGINATION:	Filmed at Hal Roach Studios, Culver City, Calif.

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NBC-New York, 9/9/53 FWK

CREDITS FOR FAULTLESS STARCH TIME

PROGRAM:	FAULTLESS STARCH TIME
TIME:	NBC radio network (except WNBC), Sundays, 11:00-11:15 a.m., EDT.
FORMAT:	Songs, instrumental music, chatter.
STARS:	Bob Atcher, folk singer and quitarist; Mary Jane Johnson, soprano and guitarist; Caesar Giovannini and His Faultless Five (instrumental group)
PRODUCER:	John Keown
WRITER:	Bob Pierron
ORIGINATION:	Chicago
SPONSOR:	Faultless Starch Co.
AGENCY:	Bruce B. Brewer & Co.

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NBC-New York, 9/9/53 FWK

NBC TRADE NEWS

September 10, 1953

ALL NIGHT-TIME PERIODS BUT ONE SOLD ON NBC-TV NETWORK

- - -

New Business Disposes of Virtually All Night Time Available on Network for Commercial Sale

The SRO sign was hung out today for all night-time periods but one on the NBC television network.

New business announced by John K. Herbert, vice president in charge of television network sales, disposed of virtually every night-time network period available for commercial sale.

The sales were as follows:

Armour and Company and RCA Victor purchased the first half-hour (9:00-9:30 p.m.) of the Saturday night, 90-minute musical-variety extravaganza, "Your Show of Shows," as sponsors on alternating Saturdays.

RCA Victor purchased the 9:00-9:30 p.m. Monday period into which the Dennis Day program will be transferred from Friday nights.

The Pontiac Dealers of America purchased the 8:00-8:30 p.m. Friday period vacated by the Dennis Day program. Dave Garroway will be seen in this period in "The Dave Garroway Show," beginning in October. //

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R.J. Reynolds Tobacco Co. has purchased the 10:30-11:00 p.m. Sunday time spot and will sponsor "Man Against Crime," starring Ralph Bellamy, in that period, beginning Oct. 11.

Consolidated Royal Chemical Corp. has bought the 7:30-7:45 p.m. Monday period for sponsorship of "The Arthur Murray Dance Party," beginning Oct. 12.

An order is expected within the next few days for the last remaining night-time availability on NBC-TV, a 10-minute segment on the last half-hour of "Your Show of Shows."

Herbert also announced that Garroway, feature attraction on NBC-TV's "Today" program, has signed a new contract with NBC, extending his services to 1960. Garroway will continue on "Today," NBC's highly successful electronic morning newspaper, and also on his radio series, "Dial Dave Garroway," for Dial Soap, an Armour product.

The additional purchase by RCA Victor of the time on "Your Show of Shows," identifies that sponsor with two of the most popular properties on television to spearhead its Fall selling campaign. RCA Victor's messages about its complete line-up of products will be brought to an estimated 16,000,000 homes every two weeks on "Your Show of Shows" and the "Dennis Day Show."

To outline RCA Victor's plans in connection with "Your Show of Shows," a special closed circuit telecast was held Thursday, Sept. 10, with RCA Victor distributors watching in 40 key cities.

The Pontiac order marks a substantial increase in time purchases by General Motors and units of its family of NBC network facilities. General Motors is sponsoring the NCAA collegiate football

(more)

R.J. Reynolds Tobacco Co. has purchased the (10:30-11:00) p.m. Monday time spot and will sponsor "Mr. Lucky's Wife," starring Eddie Albert, in that period, beginning Oct. 11.

Consolidated Royal Chemical Corp. has bought the Tuesday-Friday period for sponsorship of "The Arthur Murray Dance Party," beginning Oct. 3.

An order is expected within the next few days for the last remaining night-time availability on NBC-TV, a 10-minute segment on the last half-hour of "Your Show of Shows."

Herbert also announced that Garroway, feature attraction on NBC-TV's "Today" program, has signed a new contract with NBC, extending his services to 1960. Garroway will continue on "Today," NBC's mighty successful electronic morning newspaper, and also on his radio series, "Dial Dave Garroway," for Dial Soap, an Armour product.

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games on NBC-TV this Fall. Buick sponsors Milton Berle. Chevrolet sponsors Dinah Shore. Oldsmobile is represented by a sports program preceding the Saturday football games, and Pontiac by a scoreboard review following the games. Herbert stated that Pontiac also has under consideration purchase of additional time on the "Today" program.

It is Pontiac's plan, Herbert revealed, to use Garroway for a unique "selling in depth" campaign. He will be more than an entertainer on the Pontiac program and will become in addition a highly publicized member of the Pontiac sales team. Garroway's folksy on-the-air style, his sincerity, and his down-to-earth approach suit him admirably for this new task.

By its purchase of time on "Your Show of Shows," Armour and Company is making its first entry into night-time network television. Long one of the major participants on the "Today" program, Armour further indicates its belief in the selling power of TV by its expansion into night-time TV.

Armour and RCA Victor purchased the time on "Your Show of Shows" for the full 39-week period. RCA Victor purchased the Monday night time for Dennis Day for 52 weeks. The Pontiac Dealers, R.J. Reynolds and Consolidated Royal Chemical also bought their respective time periods for 52 weeks.

Agencies involved in these sales were: Foote, Cone & Belding for Armour; J. Walter Thompson for RCA Victor; McManus, John and Adams of Detroit for Pontiac; William Esty Company, Inc., for R.J. Reynolds, and Dancer-Fitzgerald-Sample, Inc., for Conslidated Royal Chemical.

The 7:30-7:45 p.m. time period, sold on Monday to Consolidated Royal Chemical Corp., is sold out the other four days of the week to the Chevrolet Motor Division of General Motors Corp. and Chevrolet Dealers, sponsoring "The Dinah Shore Show" on Tuesdays and Thursdays, and the Coca-Cola Company, sponsoring "Coke Time with Eddie Fisher" on Wednesdays and Fridays.

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NBC-New York, 9/10/53

GENERAL FOODS RENEWS THURSDAY NIGHT HOUR FOR YEAR ON NBC RADIO NETWORK

The General Foods Corporation has renewed its Thursday, 8 to 9 p.m., EDT block time period on the NBC radio network starting October 1 for 52 weeks.

The time segment is broken into three program periods with THE ROY ROGERS SHOW for General Foods Cereals heard from 8 to 8:25 p.m., EDT. The 8:25-8:30 period is devoted to LOG CABIN NEWS, in the interest of Log Cabin Syrup. The 8:30 to 9 p.m., portion is the FATHER KNOWS BEST time for General Foods cereals and Postum.

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HERBERT TO ADDRESS HOME APPLIANCES CONFERENCE

John K. Herbert, NBC vice preisdent in charge of television network sales, will address the annual fall conference of the Bureau of Home Appliances at San Diego, Calif., the night of Wednesday, Sept. 16.

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NBC-New York, 9/10/53

'VICTORY AT SEA' SOLD IN 56 MARKETS; OTHER NBC FILM SALES REPORTED

"Victory at Sea" has been sold in 56 markets, John B. Cron, national sales manager for the NBC Film Division, announced this week. The latest sale of the film-and-music history of naval operations in World War II was to the Gardner Advertising Agency for the First National Bank in St. Louis, Mo.

Other important sales this week include that of "Captured" (formerly "Gangbusters") to WAFB-TV in Baton Rouge, La.; KTTS-TV in Springfield, Mo.; KFOR-TV in Lincoln, Neb.; KERO-TV in Bakersfield, Calif.; KCOK-TV in Tulare-Fresno, Calif.; and for sponsorship in the Nashville, Tenn., market by the White Way Laundry. "Captured" has now been sold in 42 markets.

Options on "Dangerous Assignment" (128 markets) were picked up in South Bend, Ind., and by WOW-TV in Omaha, Neb. "Daily News" was sold to KFIA in Anchorage, Alaska; KFIF in Fairbanks, Alaska, and WNBQ in Chicago.

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ROBERT BRENNER JOINS NBC FILM DIVISION AS A SALES REPRESENTATIVE

Robert Brenner, former radio and TV director of Lewin, Williams & Saylor, has joined the NBC Film Division as a sales representative, John B. Cron, national sales manager, announced today.

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Brenner will represent the Eastern regional sales office, headed by Leonard Warager.

Brenner was born in St. Stephen, S.C., and attended the University of South Carolina and New York University. Before joining Lewin, Williams & Saylor as radio and TV director in 1949, he was affiliated with Friedenberg Radio Representatives for a year. Before World War II, during which he served for three years in the Air Force, Brenner was program director for WFTC, Kinston, N.C., and commercial assistant station manager for KTWS, Emporia, Kansas.

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NBC-New York, 9/10/53

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NBC

RADIO NEWS

September 10, 1953

TOSCANINI, OPENING NBC SYMPHONY SEASON NOV. 7,
TO CONDUCT 14 CONCERTS DURING 1953-54
- - -
GUIDO CANTELLI, SHARING PODIUM, WILL LEAD 8
- - -
2-Part Broadcast of Verdi's 'Masked Ball'
Will be Among Season's Highlights

Arturo Toscanini will open the seventeenth season of the NBC Symphony Orchestra on Saturday, Nov. 7 (NBC radio, 6:30 p.m., EST). The concerts will originate in New York's Carnegie Hall. Guido Cantelli will share the podium with Toscanini for the sixth successive season. Since Toscanini was on leave one year, during which he directed only several benefit concerts, this will be his sixteenth year as musical director of the orchestra formed especially for him in 1937.

Toscanini will direct 14 of the 22 concerts of the season and Cantelli will direct eight. This is the same number they conducted last season. Following are the dates for the 1953-54 season of the NBC Symphony Orchestra:

Nov. 7, 14, 21, 28, Dec. 5 and 12.....Toscanini
Dec. 19, 26, Jan. 2 and 9.....Cantelli
Jan. 16 and 23.....Toscanini
Jan. 30, Feb. 6, 13 and 20.....Cantelli
Feb. 27, Mar. 6, 13, 20, 27 and Apr. 3.....Toscanini

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Among the highlights that Toscanini has planned for this coming season will be a two-part concert performance of the opera "Un Ballo in Maschera" by Verdi, Brahms' "German Requiem," Zoltan Kodaly's "Psalmus Hungaricus," an all-Sibelius program, an all-Wagner program, Kabalevsky's "Cello Concerto," an all-Mendelssohn program and Strauss' "Don Quixote." Further details of programs will be announced later.

Cantelli has chosen music of contemporary and classical composers. Among the pieces programmed for his eight concerts are "Four Pieces" by Frescobaldi, "The Martyrdom of Saint Sebastian" by Debussy, "Symphony No. 7" by Schubert, "Concerto for Strings and Brass" by Hindemith, "Song of the Nightingale" by Stravinsky, "La Valse" by Ravel, and "Aria della Battaglia" by Gabrielli.

Toscanini is now in Italy, where he has spent the Summer months. He will return to the U.S probably in September to prepare for his coming season. This year he again will direct the NBC Symphony for a number of RCA Victor recordings. Among his recent releases are "The Pines of Rome" and "The Fountains of Rome" by Respighi and Verdi's opera "Otello," taken from the broadcast of several years ago.

Don Gillis again will be producer of the broadcasts and Art Small is scriptwriter. Ben Grauer is narrator.

Until the start of the 1953-54 season on Nov. 7 the NBC Summer Symphony concerts will continue. The broadcasts take place in Radio City with guest conductors. Scheduled as conductors for the remainder of the season are Samuel Antek, Sept. 20; Massimo Freccia, Sept 26 and Oct. 3; Peter Herman Adler, Oct. 10 and 17; and Jonel Perlea, Oct. 24 and 31.

(Note that the NBC Summer Symphony changes from Sunday at 5 p.m., EDT, to Saturdays at 6:30 p.m., EST, with the broadcast of Sept. 26).

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NBC-New York, 9/10/53

CREDITS FOR 'AMERICAN FORUM OF THE AIR' ON NBC-TV

PROGRAM:	AMERICAN FORUM OF THE AIR
TIME:	NBC-TV, Sundays, 2:30-3:00 p.m., EDT
FORMAT:	Discussion program, with two leaders from the fields of government, business, industry or sports as guests, who take opposite points of view on the topic to be discussed.
PRODUCER:	Theodore Granik
DIRECTOR:	Heywood Siddons
ASSISTANT TO THE PRODUCER:	Alma Walker
ORIGINATION:	Washington, D.C.

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NBC-New York, 9/10/53

CREDITS FOR 'YOUTH WANTS TO KNOW' ON TELEVISION

PROGRAM:	YOUTH WANTS TO KNOW
TIME:	NBC-TV, Sundays, 1-1:30 p.m., EST, returning October 4.
FORMAT:	Discussion program, featuring an outstanding guest from the fields of government, business, industry or sports who answers the spontaneous questions of 50 teen-age students on topics of their own choosing.
PRODUCER:	Theodore Granik
DIRECTOR:	Heywood Siddons
ASSISTANT TO THE PRODUCER:	Alma Walker
ORIGINATION:	Washington, D.C.

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NBC-New York, 9/10/53

NBC TRADE NEWS

September 11, 1953

FOUR MORE SPONSORS BUY 'TODAY' SEGMENTS

Four more sponsors have purchased segments -- ranging from one to 13 participations -- on TODAY, NBC-TV's popular early-morning electronic newspaper.

The clients are the Murine Company, 13 participations beginning Sept. 3; Spring Mills, nine participations beginning Sept. 28; Vick Chemical Company, five participations beginning Sept. 15, and the Roberts Co., maker of Smoothedge, tackless carpet installation, one participation on Sept. 29.

"Today," which features Dave Garroway and is seen Monday through Friday from 7-9 a.m., EDT and CDT, is entering its Fall season with the largest number of clients of any show in television history.

Agencies involved in the recent sales are Batten, Barton, Durstine & Osborn, Inc., for Murine and Vick; Ellington and Co., Inc., for Spring Mills; and Neale Advertising Associates for the Roberts Co.

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NBC TRADE NEWS

September 11, 1953

'HALLMARK HALL OF FAME,' STARTING NEW SEASON, IS EXPANDED TO FULL-HOUR FORMAT, ORIGINATING IN HOLLYWOOD

- - -

Sarah Churchill to Star in 'Queen's Way' Sept. 27

When HALLMARK HALL OF FAME resumes on NBC-TV Sunday, Sept. 27, at 5 p.m., EDT, it will be expanded to a full hour show and will become the first sixty-minute network dramatic series to be produced "live" on the West Coast.

Sarah Churchill will return as hostess-narrator and occasional star of the series, with Albert McCleery named as executive producer as well as director. Facilities and equipment of NBC's ultra-modern Hollywood studios will be utilized to the fullest, McCleery stated, as will the unlimited pool of talent for which the cinema city is renowned. In addition to Miss Churchill's starring roles in selected attractions, she is also expected to play smaller parts in specific productions from time to time.

Present plans call for the first 13 programs to be telecast from Hollywood in entirety, with subsequent programs occasionally originating in New York. McCleery expects to take advantage of California's climate by utilizing outdoor shooting when the situation permits, especially in view of the fact that telecast time will be

(more)

early afternoon at the point of origin. McCleery will continue using the "Cameo Theatre" or arena-style technique he innovated on TV, though some scenery will be used as well.

While the Americana accent on great biographies, which were the keynote of the previous half-hour series, will be a conspicuous part of the expanded program, equal emphasis will be put on the great classics of literature. Some ambitious properties have been lined up for future scheduling by story editor Ethel Frank, while others are under consideration.

Miss Churchill will star in "Queen's Way," the opening show on Sept. 27. It is an original biographical drama about Catherine Parr, concerning the queen who outlived Henry VIII and who saved the lives of his children, including the future monarch, Elizabeth, during a time of terrible strife and dissension. It was written by Jennette and Francis Letton, authors of "The Young Elizabeth," a current London hit soon to be seen on Broadway.

Scheduled for Oct. 4 is a dramatization of Thomas Wolfe's monumental novel, "Of Time and the River," considered by many the most important work of one of the greatest American writers of this generation.

Under immediate consideration for future programs is such varied fare as Moliere's "The Imaginary Invalid," adapted by Maurice Valency, with Sarah Churchill and Barry Jones as co-stars; a new play, especially commissioned for the program, "The Road to the Stars," written by Paul Vincent Carroll, one of the greatest living Irish playwrights, who wrote "Shadow and Substance" and "The White Steed";

(more)

[illegible] at the point of origin. Mercury and continue using the "Green Pleasure" or green-apple combine to improve on the [illegible] economy will be used as well.

While the Jamboree focuses on great photography, which were the keynote of the previous half-hour series, with in a second hour part of the expanded program, equal emphasis will be put on the great [illegible] or Illusionism. Some mind-bending presentations have been lined up for [illegible] including by Jerry Andrus Total Magic, which is [illegible] sale-[illegible].

Milt Grossbill will [illegible] in "Gypsy in Jay," who operates from [illegible] Spa. It is a magical photographical [illegible] Milt, concerning the gypsy who outwitted Henry VIII on [illegible] saved the lives of his soldiers. Featuring the Fresno [illegible], [illegible] a time of tarantula [illegible] on illusionism. It was written by [illegible] and Rigoria Lowen, author of "The Young Illusionist," a [illegible] London hit poor be be seen on Broadway.

Scheduled for [illegible], it is a dramatization of Thomas Mallory's [illegible] novel, "Of Time and the River," considered by many the most important book of one of the greatest American writers of this century [illegible].

Under immediate consideration for future programs is [illegible] called from as holiday's "The Imaginary Invalid," adapted by Bernard [illegible], with Sarah Chandler and Barry Jones in co-[illegible] a [illegible] specially commissioned for the program. "The Road to the Sphinx," written by Paul Vincent Carroll, one of the greatest living Irish playwrights, and works "Shaw and Shakespeare" and "The Wolfe Trap."

a dramatization of Herman Melville's classic sea story, "Moby Dick"; a dramatization of Thackeray's "Vanity Fair"; and, possibly for Thanksgiving, Longfellow's "The Courtship of Miles Standish." "The Last Voyage," a story of Benjamin Franklin's mission to Paris, and "Never Kick a Man Upstairs," a story of Theodore Roosevelt, both originals by James Truex, are two of the biographical dramas contemplated. The Christmas telecast, as last year, calls for a repeat performance of Gian Carlo Menotti's charming Yuletide opera, "Amahl and the Night Visitors."

"Hallmark Hall of Fame" will continue to be sponsored by Hall Bros., Inc., in behalf of Hallmark Greeting Cards. Foote, Cone and Belding, Inc. is the agency handling the account.

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NBC-New York, 9/11/53

CREDITS FOR 'PHRASE THAT PAYS' ON NBC RADIO

TIME:	NBC radio, Monday through Friday, 11:30-11:45 a.m., EDT.
FORMAT:	Audience-participation comedy quiz.
STAR:	Ted Brown
PRODUCERS:	Walter and Peg McGraw
MUSIC:	Arlo (at the organ)
SPONSOR:	Colgate-Palmolive-Peet Co.
AGENCY:	Sherman and Marquette
ORIGINATION:	New York.
ORIGINAL STARTING DATE:	March 30, 1953

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NBC-New York, 9/11/53

CHARLES ISAACS, DURANTE WRITER, SIGNED AS A 'COMEDY HOUR' WRITER-DIRECTOR-PRODUCER BY NATIONAL BROADCASTING CO.

Charles Isaacs, head writer on the Durante shows of NBC-TV's COLGATE COMEDY HOUR, has been signed as a writer-director-producer for the network. //

Isaacs, 38, studied at the School of Journalism at the University of Minnesota. He has been writing professionally since 1935, when he wrote commercial film scenarios and was correspondent for a radio fan magazine.

He began writing for Hollywood--originated radio programs in 1937 and was assigned to many radio comedy and variety programs. He served in the Coast Guard from 1942-45 in the South Pacific. He then returned to writing radio scripts and, in 1950, worked as a writer of Eddie Cantor's first video show. He served in the same capacity for Jimmy Durante's first TV show and remained with Jimmy ever since.

Isaacs also has had movie editing jobs and wrote two books and two plays.

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NBC-New York, 9/11/53

NBC "today"

WORLD'S LARGEST VENETIAN BLIND NOW USED
IN WINDOW OF 'TODAY' STREET STUDIO

The world's largest venetian blind now covers the upper two-thirds of the 27-foot-high windows of the RCA Exhibition Hall, on West 49th Street, New York.

Installed to solve the problem of lighting difficulties which faced the Dave Garroway "Today" show (Monday-Friday, 7 to 9 a.m., EDT and CDT), the blind gives engineers control of sunlight for ideal television conditions.

Operated by three electric motors, the blind is 88 feet long and 18 feet high. With controls in the television control room, it may be raised, lowered or tilted by remote control. The entire blind may be lowered and raised for cleaning.

Two buttons raise or lower the blind to any position, two more tilt it to any direction. A master switch throws a special lowering and hoisting arrangement for cleaning.

Twenty-nine stainless steel cables are required to hold it in place. A total of 140 slats, which laid end to end would extend two miles, and 31 tapes (a length of 186 yards) were used in the blind's construction.

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NBC TRADE NEWS

September 14, 1953

'RAILROAD HOUR,' 'DRAGNET,' 'YOU BET YOUR LIFE,' RENEWED BY SPONSORS ON NBC RADIO NETWORK

Sponsors of three top radio shows signed renewal contracts on the NBC RADIO NETWORK last week, it was announced by Fred L. Horton, director of Sales for the network.

The Association of American Railroads renewed THE RAILROAD HOUR, musical show heard on NBC radio Mondays (8 to 8:30 p.m., EDT), starring vocalist Gordon MacRae with Carmen Dragon's orchestra. The renewal was signed for 199 stations through the Benton & Bowles agency, effective Monday, Sept. 28.

DRAGNET, popular NBC radio police-action series was renewed by Liggett & Myers Company in the interests of Chesterfield Cigarettes. The program, heard on Tuesdays (9 to 9:30 p.m., EDT), was signed through Cunningham & Walsh for 52 weeks over 204 stations.

The comedy quiz YOU BET YOUR LIFE starring Groucho Marx was renewed by the De Soto Motor Corporation Division of the Chrysler Corporation for De Soto motor cars, parts and services. This program heard on NBC radio from Wednesdays (9 to 9:30 p.m., EDT) was signed effective Sept. 30 through Batten, Barton, Durstine & Osborn, Inc. The series will be heard over 204 stations for 52 weeks.

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NBC

RADIO NEWS

September 14, 1953

JIMMY STEWART STARS IN NBC RADIO'S 'SIX SHOOTER,'
WESTERN THRILLER WITH AN 'OFF-BEAT' APPROACH

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Academy Award Winner's Series on Sunday Night Schedule

Jimmy Stewart, Academy Award-winning movie star, makes his series debut on NBC radio Sunday, Sept. 20 at 9:30 p.m. as the star of a new "off-beat" Western thriller entitled SIX SHOOTER.

In the new dramatic series, Stewart will portray Britt Ponset, a peaceful man by nature who has been forced by circumstance into the knowledge that survival depends on the "peace-maker" in his own holster, the six-shooter.

In the premiere story, "Jenny" Ponset observes the tragic consequences of a homely woman's search for love and affection when, scorned and ridiculed by ordinary men, she gives her love to a wounded outlaw and murderer. The killer dies of his wounds, but the woman must live with bitter memories. Harry Bartell will be

(more)

heard as Net Landey, Jess Kirkpatrick as Sheriff York, George Neise as Tom and D.J. Thompson, as the loveless woman, Jenny.

"Six Shooter" is sponsored on NBC Tandem Plan by the Coleman Co., Inc. The agency is N.W. Ayer and Son, Inc.

Jack Johnstone is the producer-director, Buz Adlam the musical director and Hal Gibney, the announcer.

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NBC-New York, 9/14/53 FWK

CREDITS FOR 'SIX SHOOTER' ON NBC RADIO

PROGRAM:	SIX SHOOTER
TIME:	NBC radio, Sundays 9:30 p.m., EDT
STARTING DATE:	Sunday, Sept. 20, 1953
FORMAT:	Western adventure
STAR:	Jimmy Stewart as Britt Ponset
CAST:	First show: Harry Bartell as Net Landey, D.J. Thompson as Jenny Garver, Jess Kirkpatrick as Sheriff York, George Neise as Tom.
PRODUCER-DIRECTOR:	Jack Johnstone
WRITER:	Frank Burt (for "Jenny" the first program)
MUSIC:	Buzz Adlam
ANNOUNCER:	Hal Gibney
SPONSOR:	Coleman Co., Inc. (on NBC Tandem Plan)
AGENCY:	N.W. Ayer and Son, Inc.
ORIGINATION:	Hollywood

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NBC-New York, 9/14/53 FWK

NBC TRADE NEWS

September 14, 1953

IT'S THE 13TH YEAR FOR 'THE GREAT GILDERSLEEVE' ON NBC RADIO; ALL THE 'REGULARS' BACK IN STRIDE

- - -

Willard Waterman Starts New Season in 'Gildy' Role

THE GREAT GILDERSLEEVE, starring Willard Waterman as the water commissioner of the mythical town of Summerfield, began its 13th year on the NBC radio network Sept. 9. It is presented Wednesdays (8:30 p.m., EDT) by the Kraft Foods Company, which has sponsored the "Gildy" show since its inaugural broadcast on Aug. 31, 1941.

Throckmorton P. Gildersleeve (Waterman), his nephew Leroy (Walter Tetley), his niece Marjorie (Marylee Robb) and his lovable housekeeper, Birdie (Lillian Randolph) comprise the household of the Gildersleeve family -- currently operating in two branches.

Marjorie, her husband Bronco (Dick Crenna) and their twins live next door to Gildersleeve. Bronco and the twins are additions, within the past three years, to the situation comedy series.

Aiding and abetting Gildy's ability to become involved in hilarious romantic complications, to say nothing of neighborhood

(more)

feuds, are his neighborhood pals Peavy, the druggist (Richard LeGrande) Judge Hooker (Earle Ross), Floyd Munson the barber (Arthur Q. Bryan) and Police Chief Gates (Ken Christy).

"The Great Gildersleeve" is produced and directed by Frank Pittman and written by Andy White and John Elliotte. John Hiestand is the announcer.

The agency for Kraft Foods Company is Needham, Louis and Brorby, Inc.

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NBC-New York, 9/14/53 FWK

CREDITS FOR 'THE GREAT GILDERSLEEVE' ON NBC RADIO

PROGRAM:	THE GREAT GILDERSLEEVE
TIME:	Wednesdays, 8:30 p.m., EDT
FORMAT:	Situation comedy
STAR:	Willard Waterman as 'The Great Gildersleeve'
CAST:	Walter Tetley as Leroy, Marylee Robb as Marjorie, Lillian Randolph as Birdie, Dick Crenna as Bronco, Richard LeGrande as Peavy, Earle Ross as Judge Hooker, Arthur Q. Bryan as Floyd Munson, Ken Christy as Police Chief Gates.
PRODUCER-DIRECTOR:	Frank Pittman
WRITERS:	John Elliotte and Andy White
ANNOUNCER:	John Hiestand
SPONSOR:	Kraft Foods Company
AGENCY:	Needham, Louis and Brorby, Inc.
ORIGINAL STARTING DATE:	Aug. 31, 1941
ORIGINATION:	Hollywood

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NBC-New York, 9/14/53 FWK

'MORE TRAVEL, MORE GOOD TIMES' PROMOTED BY TELEVISION

NBC'S F.W. WILE, JR., TELLS N. Y. STATE HOTELMEN

The fate of television is destined to be "inevitably entwined" with that of hotels, Frederic W. Wile Jr., NBC vice president in charge of networks production, told the annual convention of the New York State Hotel Association Saturday, Sept. 12, at Ausable, N.Y.

"Television today, despite its tender years, is already recognized as the strongest selling force that has ever become available," Wile said. "It is the almost indispensable marketing weapon."

He pointed out that because of television, there will be "more commercial travel, more pleasure travel, more good times -- the most pleasant words that can ring in the hotel man's ears."

As an example of how television influences people's thoughts about going places and doing things, Wile pointed to NBC-TV's recent telecast of Niagara Falls.

"As a viewer, this was a thrilling experience for me," he said. "Having heard about Niagara Falls all my life, but never having been there, I am now determined to make a visit. There is no question that we stimulated hundreds of thousands of people like me into seeing the Falls for themselves... The values of this type of indirect -- and, incidentally, 100 per cent free --sales promotion, I am sure, will not escape hotel men."

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NBC-New York, 9/14/53

'MORE TRAVEL, MORE GOOD WILL' PROMOTED BY TELEVISION

NEW'S P.M. WILE, JR., WELLS N. Y. TEAM POTENTIAL

The fate of television is destined to be "involved in travel" with that of hotels, Frederic M. Wile Jr., NBC vice president in charge of network production, told the annual convention of the New York State Hotel Association Saturday, Sept. 14, at Saratoga N.Y.

"Television today, despite its tender years, is already recognized as the strongest selling force that has ever been available," Wile said. "It is the surest indispensable sales medium."

He pointed out that because of television, there will be "more travel, more pleasure travel, more good times in the world because that our ring in the hotel market come."

As an example of how television influences people's travelling, voting, choice and doing things, Wile pointed to Mr. Dwight Davis, president of Measure Radio.

"As a viewer, this was a startling experience for me," he said. "Having heard about Measure Radio all my life, but never leaving home, I am now determined to make a visit. There is no question but the estimated hundreds of thousands of people like me have voted the Radio for themselves... The value of this type of medium -- not theoretically, NBC has over long-range research, I am sure, will not question such men."

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NBC SCRIPTWRITER EARL HAMNER, JR., WRITES NOVEL, 'FIFTY ROADS TO TOWN,' TO BE PUBLISHED OCT. 2

Earl Hamner, Jr., whose first published work was a poem printed in the Richmond (Va.) Times Dispatch when he was seven, now has written a novel which will be published Oct. 2, by Random House, Inc.

Hamner, a staff script writer at NBC, has called his novel, "Fifty Roads to Town." It is the story of an itinerant evangelist who comes to a small town in the Blue Ridge Mountains of Virginia. His impact on the villagers brings about violent changes in several lives, some tragic, some romantic.

Hamner, 30, knows this area well for he was born there and lived there through high school. He was a student at the University of Richmond when he was drafted. He served three years in the Army, then studied radio writing at Northwestern University and the College of Music of Cincinnati.

Hamner was a radio writer at a Cincinnati station before going to New York where he wrote radio scripts for an advertising agency. He joined the NBC scriptwriting staff in May of 1950 and since then has written for many of the network's major programs.

He wrote "The City," an original documentary for video, has done several original short plays for "The Kate Smith Hour," has written poetry for a radio series, "In the Still of the Night," the commentary read by Eva Le Gallienne on the "New Theatre" series and many adaptations for the "Best Plays" radio series.

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NBC-New York, 9/14/53

'FIFTY ROADS TO TOWN,' TO BE PUBLISHED OCT. 2

Earl Hammer, Jr., whose first published work was a story printed in the Richmond (Va.) Times Dispatch when he was 8 years, has written a novel which will be published Oct. 2, by Prentice-Hall, Inc.

Hammer, a staff script writer at WKRC, has called his novel, "Fifty Roads to Town." It is the story of an innocent evangelist who comes to a small town in the Blue Ridge Mountains of Virginia. His impact on the villagers brings about colorful changes in several lives, some tragic, some romantic.

Hammer, 30, knows this area well for he was born there and lived there through high school. He was a student at the University of Richmond when he was drafted. He served three years in the Army, then resumed radio writing at Northwestern University and the College of Music of Cincinnati.

Hammer was a radio writer at a Cincinnati station before going to New York where he wrote radio scripts for an advertising agency. He joined the WKRC scriptwriting staff in May of 1950 and since then has written for many of the station's major programs.

He wrote "The Guy," an original documentary for video, has done several original short plays for "The Kate Smith Hour," and written poetry for a radio series. "In the Still of the Night," the documentary read by Eva Le Gallienne on the "New Theatre" series, and many adaptations for the "Best Plays" radio series.

WESK, ESCANABA, MICH., JOINS NBC RADIO NETWORK

Station WESK in Escanaba, Mich., will join the NBC radio network Sunday, Sept. 20.

The 250-watter, owned by the M. and M. Broadcasting Company, Inc., is on the 1,490-kilocycle band.

The addition of WESK to the NBC radio network brings the NBC station roster to 210 outlets.

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NBC-New York, 9/14/53

NBC FILM DIVISION

SALES OF SYNDICATED FILM PROPERTIES ARE TRIPLED
BY NBC FILM DIVISION IN FIRST SIX MONTHS
AS SEPARATE OPERATING DIVISION

The NBC Film Division has tripled its sales of syndicated film properties during the first six months as a separate operating division of the company, Robert W. Sarnoff, vice president in charge of the division, announced today.

Established on March 3, 1953 as one of NBC's three major operating divisions, the NBC Film Division has expanded its inventory of programs and its many services both to TV stations and to local and regional advertisers in the last six months.

"We believe that the growth of the Film Division and its successful operation are based on two fundamental concepts," Sarnoff said in summing up the first six months. "First, the high quality of the programs which we have offered for local and regional sponsorship; and second, the emphasis which we have placed on sound business practices in the new and relatively chaotic TV film industry."

Sarnoff noted that the Film Division has increased its inventory of syndicated film properties from two to 13, among them several outstanding programs which ran originally on the network.

"The quality of the Film Division programs," Sarnoff said, "is attested to by the fact that the former network series now being

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syndicated by the Film Division had an average network rating of 37.2 during the past September-June season, according to Nielsen, against an average of 26.1 for all Nielsen-rated evening network programs."

The programs to which Sarnoff referred are "Badge 714"(seen on the network as "Dragnet"), "Captured" (formerly "Gangbusters") and "The Visitor" (formerly "The Doctor.").

Another program previously seen on the NBC-TV network and now being syndicated by the Film Division is the widely acclaimed "Victory at Sea" series. Shown in a Sunday afternoon time period, "Victory at Sea" had, next to football, the highest rating ever attained in that period. Since the conclusion of its eminently successful network run last May, "Victory" has already been syndicated in 56 markets.

Sarnoff also noted that by this Fall "Dangerous Assignment," produced expressly for Film Division syndication, will have been seen in 128 cities, while the hour-long "Hopalong Cassidy" films will have been seen in 126. The largest number of cities ever to be carried by a network program is 115, Sarnoff said.

"A stable price structure for all our properties, along with the emphasis we have placed on re-running successful film series," Sarnoff said, "are prime concerns in the establishment of sound business practices in the film-syndication field. We believe that the Film Division has made a significant contribution in this area."

Stressing the need for quality film programming on the local-station level, Sarnoff noted that the re-run makes possible the local showing -- at a local cost -- of programs of the highest quality.

"Although the industry is already a multimillion dollar business," Sarnoff said, "much of this investment remains to be

(more)

recovered. Few film series today can recover all costs on their initial run. It is impossible for a really fine film series to do so."

Sarnoff cited the rapid growth of the television audience and the fact that literally millions of viewers miss even the highest-rated episodes of the highest-rated series on the first run, to substantiate the validity of the re-run practice. He also pointed out that many film series get higher ratings on subsequent showings than on the original run.

"Long-range plans of the Film Division," Sarnoff said, "include the development of an inventory of programs and film services which will help television stations and local advertisers throughout the country to fill in their programming requirements."

Sarnoff pointed out that TV stations have carried around 23,000 hours of Film Division properties, representing 47,000,000 feet of film. Six stations in major cities have carried 11 of the 13 Film Division programs, while many other stations have carried more than eight. One station in Texas will be carrying eight NBC Film Division series simultaneously this Fall.

Among the projects developed in the past six months is the unique plan whereby 26 new, full-length feature films -- none of which has ever before been shown on television -- are being made available to stations and advertisers.

The NBC Film Division's first group of feature films, more than half of which were produced since 1950, includes such outstanding

(more)

hits as "No Orchids for Miss Blandish" and "The Glass Mountain," and features such stars as Claude Rains, Valentina Cortesa, Martita Hunt, Francis L. Sullivan and many other performers of international fame.

The feature films have all been screened and approved by the NBC Continuity Acceptance Department to conform with the NARTB Code, and therefore require no editing by the local station for reasons of morality or public acceptance.

"Inner Sanctum," a new series of 39 dramas filmed in New York by Galahad Productions, is about to be made available for syndication by the NBC Film Division. Nine "Inner Sanctum" films -- produced with the latest innovations in TV film techniques and featuring such distinguished players as Ernest Truex, Paul Stewart and Everett Sloane -- are now completed.

"We have vastly expanded our Film Library, editing and distribution servies," Sarnoff said. The Library, which stores 18,000,000 feet of minutely cross-indexed film, has increased its sales to outside clients by 186%, while NBC producers used the library 221% more than in the same period a year ago.

The film editors have increased their work output by almost 90%, Sarnoff said, with special techniques having been adapted to the several pre-recorded kinescopes of NBC television network programs now on the air.

NBC's New York Film Exchange, which a year ago serviced 76 affiliates with 725 prints a week (including kinescopes of live network programs, network film programs and NBC Film Division syndicated film properties), now services 124 affiliates and many independent TV stations in the U.S. and foreign countries with 1,114 prints a week.

(more)

During its first six months of growth, the NBC Film Division also measurably augmented its sales, advertising and publicity staffs. The Grey Advertising Agency, noted for its brilliant merchandising techniques, was retained by the Division.

"At the end of six months," Sarnoff said, "we find ourselves at a unique vantage point from which we are now able to accomplish two important aims:

"First, to provide the best possible programming for local TV stations throughout the country; and second, to provide the local advertiser with a complete campaign of publicity, advertising, promotion, merchandising and exploitation designed not only to build a local audience for the program but also to stimulate the sale of the sponsor's product. It is only by fusing quality programming with sound business practices that we have been able to reach these goals."

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NBC-New York, 9/15/53

NBC TRADE NEWS

September 15, 1953

'WEEKEND,' ELABORATE 'SUNDAY NEWSPAPER OF THE AIR,' WILL HAVE 2-HOUR NBC RADIO SPOT STARTING OCT. 4

- - -

Ed Herlihy Is Editor, Merrill Mueller in Charge of Production; Network's Top News and Feature Names to Participate

Carefully documented news analyses by veteran war and diplomatic correspondents, remote pick-ups from the actual scene of important news developments domestically and overseas, commentary on the American scene by a famous novelist, Hollywood gossip and fashions and intelligence on home-making are among the colorful and dramatic features to be included in WEEKEND, NBC's new two-hour radio newspaper-of-the-air scheduled for Sunday afternoon production between 4 and 6 p.m., EST, with the opening presentation set for Sunday, Oct. 4.

The program is divided into a series of 15-minute segments corresponding to the "pages" of a Sunday newspaper. Opening on a spot news broadcast by Merrill Mueller, the network's noted foreign correspondent and commentator, the program will switch to Washington for a pick-up by Earl Godwin, who will turn back the pages of history in a series of reminiscences. Godwin will be followed by two well-known columnists, Earl Wilson of the New York Post, and Igor Cassini, of the New York Journal-American, alternating weekly with Broadway gossip and theatrical news.

(more)

Another "page" in the radio newspaper will give listeners a commentary by the novelist Fannie Hurst on the American scene, to be followed by the "ideas department" in which specialists tell "how to make it yourself" for homemakers.

Tex McCrary will present the "cover story," devoting his quarter-hour to outstanding personalities. His "firsts" are expected to be Charles Laughton and Mary Martin, stage-and-screen stars.

A musical interlude comprising two hit tunes and a predictio of the "hit tune to come" by Ed Herlihy, "Weekend's" editor and master of ceremonies, will be followed with "Overseas Ticker," the foreign news department. This will include remote pick-ups, with NBC correspondents in London, Paris, Bonn, Rome, Tokyo and other cities, interviewing national figures and "ordinary people."

The second section of the "newspaper" will present a report from Hollywood by Florabelle Muir; fashions and other items of interest to women by Jinx Falkenburg McCrary; economic and political predictions and trends in the nation's capital by Elmo Roper; "Critic at Large," appraisal of the latest in art and literature by Leon Pearson; sports review by Mel Allen, and other specials based on the news developments of the week.

One of the unique features of "Weekend" will be "Forecase," in which NBC foreign correspondents send Mueller their predictions of developments in their particular areas, based upon their knowledge of the inside story, the problems involved and the personalities. Another is "Folklore," in which Duncan Emerick of the Library of Congress digs into the rich cultural heritage of America's past for stories of American life.

(more)

Another "page" in the radio newspaper will give listeners a commentary by the novelist Fannie Hurst on the American scene, to be followed by the "[illegible] department" in which specialists tell "how to make it yourself" for homemakers.

The Library will present the "cover story," devoting the quarter-hour to outstanding personalities. The "[illegible]" are expected to be Charles Laughton and Mary [illegible], stage-and-screen stars.

A musical interlude presenting one hit tunes and a prediction of the "hit tune to come" by Ed Herlihy, "Newsreel's" editor and master of ceremonies, will be followed with "Overseas Topics," the foreign news department. This will feature remote pickups from NBC correspondents in London, Paris, Rome, Tokyo and other cities, interviewing national figures and "ordinary people."

The second section of the "newspaper" will present [illegible] from Hollywood by Florabelle Muir; features and other items of interest to women, by [illegible]; cartoons and political predictions and trends in the nation's capital by Elmo Roper; "[illegible] — large," appraisal of the latest in art and literature by [illegible]; sports reviews by Mel Allen, and other specials based on the news developments of the week.

One of the unique features of "Newsreel" will be "Forecasts," in which NBC foreign correspondents send their predictions of developments in their particular areas, based upon their knowledge of the inside story, the problems involved and the personalities. Another is "Folklore," in which [illegible] of the Library of Congress digs into the rich cultural heritage of America's past for stories of American life.

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3 - 'Weekend'

Plans are being made to adapt a popular NBC youth program originating in Hartford, Conn., "Mind Your Manners," for "Weekend" presentation in a segment titled "Young America." This show will consist of comment by a selected group of youthful students on issues of the day.

In charge of planning and production is Merrill Mueller, news and features executive for NBC radio, who will also give the spot news reviews in "Weekend." Although only 37, Mueller has had 22 years of experience. He covered most of the major news developments during the past eight years, including the crucial campaigns in World War II both in Europe and the Pacific, and the Korean War.

The over-all editor of "Weekend" is Herlihy, who joined the staff of NBC in 1935 and has risen in his profession to become one of the outstanding personalities in the industry. Herlihy enjoys emceeing shows which are based upon a public service idea, and "Weekend" fills that bill. He has served as emcee and announcer for such shows as "Truth or Consequences," "Music Hall," "Pleasure Time" and "The Kraft Television Theatre."

Assistant producer is Arthur Wakelee, NBC staffer for the past ten years, who has had considerable experience on news and special event shows for the network.

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NBC-New York, 9/15/53 FWK

CREDITS FOR 'WEEKEND' ON NBC RADIO

PROGRAM:	WEEKEND
STARTING DATE:	Sunday, Oct. 4, 1953
TIME:	NBC, Sundays, 4-6 p.m., EST
FORMAT:	"Sunday newspaper of the air," broken up into 15-minute segments or "pages," each of which consists of one or more "columns."
STAFF:	Earl Godwin, Earl Wilson, Igor Cassini, Tex McCrary, Jinx Falkenburg McCrary, Florabelle Muir, Elmo Roper, Leon Pearson, Mel Allen, Allen Ludden, Charles Laughton, Mary Martin, Duncan Emrich, NBC correspondents and others.
PRODUCER:	Merrill Mueller
ASSISTANT PRODUCER:	Arthur Wakelee
EDITOR AND EMCEE:	Ed Herlihy
ORIGINATION:	New York

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NBC-New York, 9/15/53

NBC TRADE NEWS

September 15, 1953

BOB HOPE RETURNS FOR NEW SEASON OF NIGHTTIME COMEDY SHOWS ON NBC RADIO, WITH PHIL HARRIS AS FIRST GUEST

Bob (Dairyman) Hope will greet Phil "Curly" Harris as his guest star when THE BOB HOPE SHOW begins its new season of nighttime comedy programs on a new day and for a new sponsor on the NBC radio network Friday, Sept. 25 (8:30 p.m., EDT).

Hope will start his 16th consecutive year on the NBC radio network. The new nighttime series will be sponsored by the American Dairy Association. The comic is also heard regularly on a five-a-week daytime show on NBC radio and will appear once a month on NBC-TV starting late in October.

On the first show of the new nighttime series, Hope, with the aid of Harris, will make every effort to impress his new sponsor. In an attempt to learn about the dairy business, the pair visit a "dairymen's outing" and enter a cow-milking contest with amusing results.

(more)

2 - Bob Hope Returns

Singing star Margaret Whiting, Les Brown and his "band of renown," and announcer Bill Goodwin will be featured again this year on the Hope nighttime series.

Bob's brother, Jack Hope, will produce the shows, which will be written by Norman Sullivan and Chuck Stewart. Agency for the American Dairy Association is Campbell-Mithun, Inc.

Hope has been a nighttime comedy headliner on NBC radio since he started his own series Sept. 27, 1938. He first broke into radio in 1932 as a guest on NBC's Rudy Vallee program. Then he appeared in guest spots and short sponsored series, until he hit his stride with his own show, which for years has rated among the top programs in radio.

The comedian started his career in his "adopted" Cleveland, Ohio, where the Hope family lived after their arrival from their native England. Hope is now a naturalized American citizen. He broke into showbusiness, after a variety of small jobs, when he teamed with a young friend in a vaudeville act in which Hope danced, sang and performed various odd jobs. During an engagement Hope was asked to announce the following week's bill. He gagged the announcement with funny remarks of his own and the appreciative laughter of the audience determined his future career as a comedian.

He has many top pictures to his credit and has also starred in Broadway musicals including "Ballyhoo," "Ziegfeld Follies" and "Red, Hot and Blue." Hope made his TV debut over NBC on Easter Sunday, 1950, and has since been one of the medium's leading personalities.

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NBC-New York, 9/15/53

Singers, who honored Whiting, Van Heusen and Ivor "Novello of Swansea," and announcer Bill Goodwin will be featured among this year's Hope alumni.

Bob's partner, Jack Hope, will present the show, which will be written by Herman Sullivan and Chuck Stewart. Agency for the program Daly Association is Campbell-Ewald, Inc.

Hope has been a nightime comedy tradition on NBC radio since he starred for one season Sept. 27, 1938. He first made his radio in 1932 as a guest on NBC's Jack Benny program. Then he appeared in guest spots for about eighteen months, until he left radio with his own show, which for years has ranked among the top radio.

The comedian formed his company in the "Pepsodent" Show, where the Hope family lived after their survival from the Pearl Harbor. Hope is now a naturalized American citizen. He broke into business, after a variety of small jobs, when he teamed with a dancing partner in a vaudeville act in Cleveland. Hope was called to the following week's bill. He played the same routine with passages of his own and the appreciative laughter of the audience determined his future career as a comedian.

He has many top pictures to his credit and has also appeared in numerous musicals including "Paleface," "Princess O'Rourke" and "Road to Bali." Hope owns his TV show and is a director of Hope Enterprises, and has stock interest in the company's licensing productions.

CREDITS FOR 'BOB HOPE'S NIGHTTIME RADIO SHOW' ON NBC

PROGRAM:	THE BOB HOPE SHOW
TIME:	NBC radio, Fridays, 8:30 p.m., EDT
STARTING DATE:	1953-54 season begins Sept. 25
FORMAT:	Comedy-variety with guest stars.
STAR:	Bob Hope
FEATURED VOCALIST:	Margaret Whiting
MUSIC DIRECTOR:	Les Brown and his "Band of Renown"
ANNOUNCER:	Bill Goodwin
PRODUCER:	Jack Hope
WRITERS:	Norman Sullivan and Chuck Stewart
SPONSOR:	American Dairy Association
AGENCY:	Campbell-Mithun, Inc.
ORIGINATION:	Hollywood, Calif.
ORIGINAL STARTING DATE:	Sept. 27, 1938

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NBC-New York, 9/15/53

DRAFTS FOR 'BOB HOPE'S MORNING RADIO SHOW' ON NBC

PROGRAM:	The Bob Hope Show
TIME:	Mon-Fridays 8:30 p.m., EDT
STARTING DATE:	1953-54 season begins Sept. 28
FORMAT:	Comedy-variety talk show show
STAR:	Bob Hope
FEATURED POPULARITY:	[illegible]
SETTO DIRECTOR:	Sam Brown and his "Band of Renown"
ANNOUNCER:	Bill Goodwin
PRODUCER:	Jack Hope
WRITERS:	Norman Sullivan and Gluck [illegible]
SPONSOR:	American Dairy Association
AGENCY:	[illegible]
SUBSIDIARIES:	[illegible]
DATE:	Sept. 21, 1952

NBC TRADE NEWS

September 15, 1953

'PHIL HARRIS-ALICE FAYE SHOW' STARTS SEVENTH YEAR ON NBC RADIO; PHIL DOUBLES AS SERIES' PRODUCER

- - -

Situation Comedy Brings Noted Hollywood Couple Back To Air With Familiar Group of Supporting Players

One of Hollywood's best-known man-and-wife teams -- Phil Harris and Alice Faye -- will return to NBC radio Friday, Sept. 25 at 9 p.m., EDT, when the PHIL HARRIS-ALICE FAYE SHOW begins its seventh year. The series was previously heard Sunday nights.

The domestic situation comedy series is based on the home life of the irrepressible Phil and the level-headed Alice, whose married life is marked by a series of hilarious complications -- most of which result from Phil's contacts with his raffish friends. The Harrises two children, Baby Alice (Jeanine Roose) and Phyllis (Anne Whitfield), aid and abet their father in his meanderings -- as does his chief friend and cohort Elliot Lewis (formerly known as Frankie Remley).

The series (which bears little resemblance to the normal, sane life led by the off-stage Harrises) revolves about Phil's approach to living which is -- to put it mildly -- unusual. With the best

(more)

intentions in the world, he is able to involve himself, his family, his friends, his furniture and his relatives in highly precarious positions.

One of the most obvious proofs that Phil Harris in real life is a level-headed businessman with a keen sense of the proper value of important matters (two characteristics totally lacking from the character he portrays in the series) is that Phil is now producer of the program, as well as half the star billing. Others in the cast include John Hubbard as Alice's brother, William; Walter Tetley as Julius Abruzzio, and Sheldon Leonard as Grogan.

"The Phil Harris-Alice Faye Show" will be directed by Karl Gruener and Frances Purcell with Walter Scharf as musical director. Bill Forman is the announcer for the program which is sponsored by the RCA Victor Division of the Radio Corporation of America.

J. Walter Thompson Company is the agency for the RCA Victor Division.

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NBC-New York, 9/15/53 FWK

CREDITS FOR 'PHIL HARRIS-ALICE FAYE SHOW' ON NBC RADIO

PROGRAM:	THE PHIL HARRIS-ALICE FAYE SHOW
TIME:	NBC radio, Fridays 9 p.m., EDT
STARTING DATE:	Sept. 25, 1953
ORIGINATION:	Hollywood
FORMAT:	Situation Comedy
STARS:	Phil Harris and Alice Faye
CAST:	Elliot Lewis as himself, John Hubbard as Brother William, Walter Tetley as Julius Abruzzio, Sheldon Leonard as Grogan, Jeanine Roose as Baby Alice and Anne Whitfield as Phyllis.
PRODUCER:	Phil Harris
DIRECTORS:	Karl Gruener and Frances Purcell
MUSICAL DIRECTOR:	Walter Scharf
VOCAL GROUP:	The Sportsmen's Quartet
ANNOUNCER:	Bill Forman
SPONSOR:	RCA Victor Division of Radio Corporation of America.
AGENCY:	J. Walter Thompson Company

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NBC-New York, 9/15/53 FWK

September 15, 1953

'WELCOME TRAVELERS' TV SHOW TO TAKE NEW MONDAY TIME SPOT STARTING SEPT. 21

Host Tommy Bartlett will welcome travelers a half-hour later on NBC-TV's WELCOME TRAVELERS program beginning Monday, Sept. 21, when the show moves to the 4 p.m., EDT, time period (Mondays through Fridays). The series is currently presented at 3:30 p.m., EDT.

The television version of "Welcome Travelers," which marked its first anniversary on the air Sept. 8, presents the same format which has been successful for the radio show since 1949. Bartlett, assisted by co-host Bob Cunningham, chats with guest travelers screened by the interviewing staff from the large audience attending the morning radio version or the previous day's television show. Occasional guest celebrities also visit the program.

"Welcome Travelers" on TV originates in Chicago, at the NBC Studebaker Theatre studio, which was remodeled to accommodate a large audience. The setting simulates the decor of the College Inn

(more)

Porterhouse Room at Chicago's Hotel Sherman, from where the radio program originates. Bartlett and Cunningham table-hop in their interviews and, after hearing the stories the travelers have to tell, award appropriate gifts.

During the show's first year on television, 98,500 fans visited the NBC studio in the Studebaker Theatre. Of that number more than 2,500 of the visitors were interviewed before the cameras by Bartlett and Cunningham.

While a coast-to-coast TV audience watched, these travelers told their personal stories -- of happiness, sorrow, courage. There were joyous moments, such as the day a childless couple got their first look at their newly adopted baby daughter -- the first child to be adopted in the Chicago area for 1953.

There were moments of stark tragedy as two mothers from Wisconsin broadcast a nationwide plea to a kidnaper to return their children unharmed, and when a cancer victim calmly told how he planned to spend his few remaining months of life.

Two other mothers wept for joy as they heard first-hand news about their sons in a Korean prison camp from a just-released fellow prisoner of war. Viewers also saw a piece of paper with a man's life written on it -- a pardon from a death sentence. Travelers requiring aid got help from the show in the form of financial aid, transportation tickets or much needed gifts of furniture and household appliances.

Executive producer of the TV "Welcome Travelers" is Tom O'Connell of Dancer-Fitzgerald and Sample, agency for the sponsor, Procter and Gamble Co. The series is directed by Don Meier.

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NBC-New York, 9/15/53 FWK

CREDITS FOR 'WELCOME TRAVELERS' ON NBC-TV

PROGRAM:	WELCOME TRAVELERS
TIME:	NBC-TV, Mondays-through-Fridays, 3:30 p.m., EDT, until Sept. 21, 1953, when it will move to the 4:00 p.m., EDT time period.
FORMAT:	Human interest interviews with travelers passing through Chicago.
STARS:	Tommy Bartlett and Bob Cunningham.
PRODUCER:	Tom O'Connell
DIRECTOR:	Don Meier
WRITERS:	Frank Barton, Frank Wait, Don Kelly and Jo Hodges.
MANAGER:	Les Lear
ORIGINAL STARTING DATE:	Sept. 8, 1952.
ORIGINATION:	Chicago
SPONSOR:	Procter and Gamble Co.
AGENCY:	Dancer-Fitzgerald and Sample.

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NBC-New York, 9/15/53 FWK

CREDITS FOR 'WELCOME TRAVELERS' ON NBC RADIO

PROGRAM:	WELCOME TRAVELERS
TIME:	NBC radio, Mondays through Fridays, 10 a.m., EDT
FORMAT:	Interviews with travelers, passing through Chicago, who tell human interest stories.
STARS:	Tommy Bartlett and Bob Cunningham
PRODUCER:	Myron Golden
DIRECTOR:	John Brookman
WRITERS:	George Anderson, Frank Barton, Frank Wait and Dale Harrison
PRODUCTION MANAGER:	Les Lear
ORIGINAL STARTING DATE:	June 30, 1947
ORIGINATION:	College Inn Porterhouse Room, Hotel Sherman, Chicago
SPONSOR:	Procter and Gamble Co.
AGENCY:	The Biow Co., Inc.

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NBC-New York, 9/15/53

PROGRAM: [illegible] MATERIALS

TIME: [illegible], February [illegible]
Tuesday, 10 a.m., EST

FORMAT: Interviews with travelers, [illegible] who tell human interest [illegible]

HOST: Tommy Hartlett and Bob [illegible]

PRODUCER: [illegible]

DIRECTOR: John Freedman

SPONSOR: [illegible] Health and Dale Carnegie

PRODUCTION MANAGER: Lee Lee

TENTATIVE STARTING DATE: June 26, 1957

ORIGINATION: Colliseum Inn Convention Room, Hotel Sherman, Chicago

SPONSOR: Prudence and Gamble Co.

AGENCY: The Dole Co., Inc.

NBC TRADE NEWS

Off
Sent release

September 16, 1953

NBC RADIO SETS UP ITS OWN ADVERTISING AND PROMOTION DEPARTMENT TO ALLOW FOR SPECIALIZED CONCENTRATION

Establishment of the NBC Radio Network Advertising and Promotion Department, as a further step to allow for specialized concentration on serving the requirements of the recently separated radio and TV networks, was announced today by Ted Cott, operating vice president of the radio network.

Director of the new department will be Ridgway Hughes, who brings a broad background of media promotion to his new position of responsiblity for plotting and guiding NBC radio's expanded promotion efforts for 1953-54.

With NBC and in other capacities, Hughes has known and worked with top executives of radio and other media for many years. He joined NBC early in 1953, as sales promotion manager for radio and television. Prior experience includes director of presentations for ABC, promotion manager for Look Magazine and Fortune Magazine, and account manager with McCann-Erickson.

The new Radio Network Advertising and Promotion Department will be staffed largely by veteran NBC employees, experienced executives, writers and artists with wide backgrounds in radio.

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Key members of the Radio Network Advertising and Promotion Department team are:

James Nelson, former advertising manager for radio and TV, who has been named advertising manager for radio. With NBC for more than 10 years, Nelson has held a variety of executive positions in the Advertising and Promotion Department since he started in radio spot sales promotion.

Robert Hitchens, former supervisor of networks sales promotion, has been named sales promotion manager. Hitchens has been with NBC since July, 1951, as radio sales promotion writer, sales promotion supervisor for radio, and networks sales promotion supervisor Before that he was a copy chief on WEEK in Peoria, Ill., and copy chief and program director of WNAO of Raleigh, N.C.

Carl Dorese, former supervisor of daytime TV sales promotion, has been named program sales promotion manager. With NBC since June of this year, Dorese before that was presentation writer for George Foley, Inc., producer of TV commercials for J. Walter Thompson, assistant producer for William H. Weintraub and a writer for Robert Ripley.

Thaine Engle, former supervisor of TV audience promotion, has been named audience promotion supervisor for the radio network. Engle came to NBC in March, 1953, after 14 years with WBAP (AM, FM and TV) Fort Worth, Texas. When he left the Texas station he was director of promotion, publicity and merchandising. Before that he had been with WIBW, Topeka, Kan., and KCKN, Kansas City, Kan.

Other appointments in the new department are:

Walter Van Bellen, art director; Frank McMahon, copy supervisor; Frank Macaulay, air promotion supervisor; Walter Duncan, sales presentation writer; Walter Einsel, artist; Lucy Towle, supervisor of public affairs promotion, and John Halloran, audience promotion writer.

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NBC-New York, 9/16/53

NBC TRADE NEWS

September 16, 1953

NBC TO TELECAST WORLD SERIES FOR 7th CONSECUTIVE YEAR WITH GILLETTE AS SPONSOR

- - -

Mel Allen and Red Barber to Describe Games

For the seventh consecutive year, the National Broadcasting Company will telecast baseball's annual classic, the World Series, under sponsorship of the Gillette Safety Razor Company.

This second straight Series meeting of the New York Yankees and Brooklyn Dodgers again will be described by Mel Allen and Red Barber, two of the nation's most popular sportscasters.

The Series will begin on Wednesday, Sept. 30, at Yankee Stadium. The telecasts will start at 12:45 p.m., EDT; game time is 1:05 p.m. If the Series extends beyond four games, which appears quite probable, the telecast of the Sunday game will begin at 1:45 p.m., with game time set for 2:05 p.m.

In finishing at the top of the American League standings, 13 games in front of the Cleveland Indians, the Yankees became the first team ever to win five major league pennants in a row. Likewise

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their leader, the colorful Casey Stengel, was the first major league manager to achieve this feat. This is the twentieth flag captured by the Yankees, which is another record.

Coincidentally, the Dodgers finished 13 games ahead of the second-place Milwaukee Braves in wrapping up the National League pennant on Sept. 12, the earliest clinching date in modern N.L. history. The pennant won by Manager Chuck Dressen's ball club was the tenth in Brooklyn history.

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NBC-New York, 9/16/53

MILES LABS TO SPONSOR 'BREAK THE BANK' ON NBC RADIO

Miles Laboratories, Inc., has purchased the 10:45 to 11:00 a.m. (EST) Monday-through-Friday strip on the NBC radio network, effective Sept. 28, 1953, for BREAK THE BANK with Bud Collyer as emcee.

The 52-week contract was signed through the Geoffrey Wade Agency. The program will be heard on the full NBC network.

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NBC-New York, 9/16/53

NBC TRADE NEWS

September 16, 1953

PEACE ON MIRTH! DAVE GARROWAY RETURNS TO EVENING TV WITH HIS FAMED CASUAL FORMAT OF FUN, MUSIC, VARIETY

Dave Garroway will return to evening television on NBC-TV Friday, Oct. 2 (8:00 to 8:30 p.m., EST) with a new music and variety program, THE DAVE GARROWAY SHOW, sponsored by Pontiac Motors.

The format will contain similar highlights to the "Garroway at Large" NBC offering of two years ago. Garroway will wander through the show, introducing the acts in his famed casual manner. There will be no studio audience; the new show will be played -- as was the old one -- to none but the viewer in the living room.

There'll be boy and girl singers and a dance act on "The Dave Garroway Show," but these have not been selected as yet. However, Cliff Norton, who handled comedy chores on "Garroway at Large," has been signed and will definitely be part of the show.

Charles Andrews, who wrote the program of two years ago, returns to write and produce the new show. Skitch Henderson will be the music director.

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The former Garroway evening series left the air in June, 1951 after two and a half years during which the program garnered the kind of high critical praise that is seldom accorded any television show.

The regular cast of the new show will be supplemented by guest stars.

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NBC-New York, 9/16/53 FWK

CREDITS FOR 'THE DAVE GARROWAY SHOW' ON NBC-TV

TIME:	NBC-TV Fridays, 8 to 8:30 p.m., EST
FORMAT:	Garroway tells whimsical anecdotes and introduces members of his cast and special guests in music, dance and comedy acts.
STAR:	Dave Garroway
CAST:	Cliff Norton, comedian; Skitch Henderson, music director and featured pianist. Also, a male and female singer, and a dance act, all to be selected. Guest stars will vary.
DIRECTOR:	To be selected
WRITER-PRODUCER:	Charlie Andrews
SPONSOR:	Pontiac Motors
AGENCY:	McManus, John and Adams
STARTING DATE:	Oct. 2, 1953

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NBC-New York, 9/16/53

NBC TRADE NEWS

September 16, 1953

'RCA VICTOR SHOW STARRING DENNIS DAY'
RETURNS TO NBC-TV ON NEW MONDAY NIGHT SCHEDULE
- - -
Singing Comedian Will Have Old Pals in Cast

A major TV series moves to a Monday time-spot on the NBC schedule when the RCA VICTOR SHOW STARRING DENNIS DAY has its Fall premiere Oct. 5 (9 p.m., EST). The program was previously presented on Fridays. + last paragraph

On the first show, Dennis becomes involved with an ardent admirer -- an elderly lady named Lavinia. The singing comedian returns to his apartment from a personal appearance tour to find that his elderly fan is waiting for him. Frantically, Dennis calls his friend Charley Weaver (Cliff Arquette), superintendent of the building, to help him evict his visitor.

Dennis and Charley both attempt to persuade Lavinia (Ida Moore) to leave but their efforts are futile. Before Dennis is through, he finds he has a new housekeeper.

Long acclaimed as one of television's most versatile performers -- not only as a singer but as a comedian and impersonator--Day has been the star of his own series for the past two years.

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"Regulars" on the series are Arquette in the role of the good natured but slightly pixilated building superintendent, seven-year-old Jeri Lou James as Susan, Dennis' youngest admirer, and Carol Richards as Marian, the current object of Dennis' affections. Veteran movie character actress Ida Moore has been signed to appear on five of the programs for the Fall series.

The half-hour situation comedy series revolves around the life of Dennis, a young bachelor singer, and the colorful tenants who live in a typical Hollywood apartment house.

Production is under the supervision of Joe Bigelow. The series is produced by Paul Henning and written by Henning and Stanley Shapiro. Associate producer is John McNulty and music is under the direction of Charles "Bud" Dant.

"The RCA Victor Show Starring Dennis Day" is sponsored by the RCA Victor Division of the Radio Corporation of America through the J. Walter Thompson Company agency.

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NBC-New York, 9/16/53 FWK

"Highway" on this series are Arnavoie in the role of the good-hearted but slightly pathetic building superintendent, Gordon-Levitt as Jerri Ann Lamont in Junior, Jennie's jealous admirer, and David Hendricks as Martin, the current object of Jennie's affections. Veteran radio character actress Ida Moore has been signed to appear on "Live" of the program for the Hall series.

The half-hour situation comedy series revolves around the life of Dennis, a young bachelor singer, and the colorful tenants who live in a typical Hollywood apartment house.

Production is under the supervision of Jon Hughes. The series is produced by Carl Hemming and written by Hemming and Stanley Shapiro. Associate producer is John Mahoney and music is under the direction of Charles "Bud" Dunn.

"The RCA Victor Show Starring Dinah Shore" is sponsored by the RCA Victor Division of the Radio Corporation of America through the J. Walter Thompson Company agency.

CREDITS FOR 'RCA VICTOR SHOW STARRING DENNIS DAY' ON NBC-TV

PROGRAM:	The RCA Victor Show starring Dennis Day
TIME:	Monday 9 p.m., EST, NBC-TV
STARTING DATE:	October 5, 1953
STAR:	Dennis Day
CAST:	Cliff Arquette as Charley Weaver, Jeri Lou James as Susan, Ida Moore as Lavinia, Carol Richards as Marian.
FORMAT:	Situation comedy
WRITERS:	Paul Henning and Stanley Shapiro
EXECUTIVE PRODUCER:	Joe Bigelow
PRODUCER:	Paul Henning
ASSOCIATE PRODUCER:	John McNulty
DIRECTOR:	Rod Amatel (shows 1 and 4) James Nielson (shows 2 and 3)
FILMED BY:	Denmac Productions at General Service Studios, Hollywood, Cal.
DIRECTOR OF PHOTOGRAPHY:	Ellsworth Fredrichs
MUSIC DIRECTOR:	Charles "Bud" Dant
SPONSOR:	RCA Victor Division of Radio Corporation of America
AGENCY:	J. Walter Thompson Company

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NBC-New York, 9/16/53-FWK

TV BOOM IS GREATER ON WEST COAST TODAY THAN IN ANY OTHER PART OF THE NATION, NBC'S J.K. HERBERT STATES

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V.P. in Charge of TV Network Sales Addresses Bureau Of Appliances Conference in San Diego

Television today is booming more on the West Coast than in any other section of the country, John K. Herbert, NBC vice president in charge of television network sales, told the Fall Conference of the Bureau of Appliances at San Diego, Calif., Wednesday night, Sept. 16.

At the same time, Herbert pointed out that "Hollywood and the West Coast have barely begun to realize their potential in television -- either as a place for the origination of programs or as a market for TV sets."

"There are now more than 3,000,000 television sets in the markets served by these 21 Western TV stations, and, as you know, this figure is growing every day," Herbert said. "Already the West has some 12 per cent of the television sets in the entire nation. This percentage is bound to become more and more impressive as time goes by, for most Eastern and Midwestern cities have had television for a number of years, while many major cities in the West have either had no television at all or have had only one station."

Citing reasons for the bright future of TV on the West Coast, Herbert said:

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TV BOOM IS CHANGING ON WEST COAST THAN IN ANY OTHER
PART OF THE COUNTRY, SAYS [illegible]

V.T. in Charge of TV Network Sales Advertising Bureau
of Appliance Conference in San Diego

Television today is booming more on the West Coast than in any other section of the country, John E. Hardesty, NBC vice president in charge of television network sales, told the Mail Conference of the Bureau of Appliances at San Diego, Calif., Monday night, Sept. 16.

At the same time, Hardesty pointed out that "California and the West Coast have barely begun to realize their potential in television -- either as a place for the origination of programs or as a market for TV sets."

"There are now more than 3,000,000 television sets in the markets served by these 22 Western TV stations, and, as you know, Hollywood Figures to produce every day," Hardesty added. "Already the West has some 12 per cent of the television sets in the nation. This percentage is bound to become more and more impressive as time goes by. For most Eastern and Mid-western cities have had television for a number of years, while many major cities in the West have either TV or television on air or have had only one station."

Citing reasons for the bright future of TV on the West Coast, Hardesty said:

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"The Coast will be a great origination point for programs because of the tremendous pool of name talent and technical and artistic know-how in Hollywood.

"It will be a great market for sets because of the great pool of just plain people -- more of them coming every day -- who must have a television set. We are just getting started -- I need not remind you that color, a whole new dimension -- is just around the corner.

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NBC-New York, 9/16/53

MR ELLIS MOORE
ROOM 320

NBC

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TRADE NEWS

SARNOFF SEES HORIZONS OF SERVICE FOR RADIO BEING WIDENED BY NEW DEVELOPMENTS IN SCIENCE

Chairman of the Boards of RCA-NBC at NBC Radio Affiliates Meeting Says That Millions of Pocket-Size Radios Using Transistors Will Vastly Enlarge Radio Audience by Opening a "Personal" Era in Broadcasting - He Calls for Strong, Solvent Radio Network Service as A Vital National Asset

FOR RELEASE AT 4 P.M., EDT

CHICAGO, Sept. 17 - A new era of progress for the National Broadcasting Company's radio network was opened today by network officials meeting with representatives of affiliated stations for a full scale review of new radio program development and sales plans.

The broadcasters, meeting at the Drake Hotel, were given a glimpse of new horizons for radio by Brig. Gen. David Sarnoff, Chairman of the Boards of Radio Corporation of America and the National Broadcasting Company, who spoke of present developments in the RCA Laboratories that will lead to the manufacture and use of tiny personal pocket and wrist radios. Such technical developments as these miniature sets, he predicted, will create new radio audiences for the future. He outlined NBC's goals of leadership in radio and its plans for utilizing new opportunities offered by evolutionary changes within the industry.

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Frank M. Folsom, president of RCA, and other RCA-NBC officials attended the company's first meeting with the newly organized NBC Radio Affiliates Committee.

General Sarnoff was presented to the group by Robert D. Swezey, executive vice-president and general manager of WDSU, New Orleans, La., and Chairman of the Affiliates Committee.

"Besides creating new program approaches to meet changing listening habits, we can also develop new audiences through scientific progress," said General Sarnoff. "For example, tiny radio sets -- no bigger than a wallet and ultimately a wristwatch -- would advance the use of personal radios, and thereby greatly enlarge the total radio audience.

"Such miniature radio sets are not a fantasy. At our laboratories we are working on the use of transistors as one of the applications of electronics-in-solids. The prototype of the tiny personal radio is already in existence. The miniature radio will reach out to bring radio to everyone everywhere, opening up new types of personal entertainment and information services. Pocket and wrist radio sets will become standard equipment for millions of people. Far from being a victim, radio is a beneficiary of science and technical progress.

"I for one will not cast a vote of 'no confidence' in the future of radio," said General Sarnoff. "I am convinced that there is and that there will continue to be a large audience and substantial advertising revenue for a national radio service.

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This does not mean that the field is unlimited, or that everyone in it is sure to survive. I believe, however, that the field will remain large enough to support those networks which possess basic strength, a true sense of their obligations to the public, and a capacity to adapt themselves to the new facts of life.

"I do not see the picture in radio as one of unrelieved gloom. Neither do I look upon it with the bubbling optimism that has characterized some public statements on the subject -- as if resolute cheerfulness would solve all problems. Instead, I recognize that basic changes have taken place and are continuing to take place, and that they disturb the old patterns of this medium. Those changes have created new problems for radio, some of them real with menace, others exaggerated by unjustified jitters.

"But these new problems also point to new directions that radio must follow. If these directions are opened up without too much delay and are developed boldly, radio stations can continue to operate at a substantial profit, and a profitable network operation is also possible."

General Sarnoff pointed out that the number of radio sets in use is constantly increasing and radio listening is more widely dispersed throughout the home and outside the home. He called attention to the fact that in the first 34 weeks of 1953 more than 8,488,000 radio sets were sold in the United States, as compared with 6,519,000 during the same period in 1952 -- an increase of almost two million radio sets in the past year.

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"For the past several years," he said, "more and more radio sets have been bought. They are going into bedrooms, kitchens, playrooms and bathrooms. They take the form of automobile radios and portable sets. Family listening is giving way to individual listening.

"In the first half of this year, the output of automobile sets almost equalled the full year's production of automobile radios in 1952. Sales of clock-radios are now higher than they were last year, and since 1947 almost half of all the radio sets sold were automobile sets, portables and clock-radios."

In calling attention to this vast new audience for radio, General Sarnoff decried the emphasis on program ratings, pointing out that the rating system leaves out of reckoning over 5,000,000 homes with three sets or more. It ignores listening to 5,000,000 sets in public places, millions of portable sets and more than 26,000,000 automobile sets. "In short," he said, "radio is judged on ratings that have lost touch with the realities of the medium."

Ratings not only fail to measure the true size of the radio audiences, General Sarnoff said, but they do not even undertake to indicate the quality and influence of the medium, and concentration on this limited quantitative standard has led to a failure to recognize radio's real values.

As examples of evils resulting from this situation, General Sarnoff cited the "nostalgic" tendency to devalue radio by comparing the size of its audience today with what it was in the past, instead of comparing radio with other media available today,

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in terms of their relative cost and effectiveness. He also called attention to the preoccupation with top-rated programs and the failure to give adequate recognition to the composition and influence of audiences to particular programs.

"Ratings, today, simply do not reflect the real audience," he continued. "They are certainly not conclusive on the essence of the matter, which is the ratio between listening and sales. We have found cases where competing advertisers were getting about the same ratings, but where one of the programs produced many more customers than the other. And we have also found cases where competing advertisers were getting about the same sales effectiveness from their programs, although one had a much lower rating than the other!"

As evidence of NBC's real leadership of the industry, General Sarnoff referred to its establishment of the first radio network, creation of great public service programs, development of black-and-white television, pioneering in UHF and developing and fighting for the adoption of compatible color television, all with earnest support from the RCA. Such achievements in leadership are practical evidence of NBC's basic strength and adaptability which will enable it to realize the potentials of radio's future. With the cooperation of its affiliates, NBC will lead the way with new paths for further development of network radio, offering a wider diversity of programs and advertising opportunities, he said.

The importance of maintaining strong and solvent radio networks was stressed by General Sarnoff. Apart from their direct

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[illegible] terms of basic relative [illegible]. He also called [illegible] on the [illegible] television [illegible] broadcasting procedures and the failure to give adequate recognition to the cooperation and [illegible] of audiences to particular programs.

"Ratings, today, simply do not reflect the real audience," he continued. "They are certainly not conclusive on the subject of the matter, which is the real [illegible] listening and [illegible]. We have found cases where [illegible] conditions were [illegible] the same ratings, and [illegible] of the programs [illegible] many more [illegible] than the others. [illegible] have [illegible] found cases where competing advertisers were [illegible], even the same [illegible] competitive-[illegible] from their programs, although one had a much lower rating than the other!"

As evidence of NBC's real leadership in the industry, General Sarnoff referred to its establishment of the first radio network, creation of "first public service program", development of black-and-white television, pioneering in UHF and developing and fighting for the adoption of compatible color television. All with honest support from the NBC. Such achievements in leadership are financial evidence of NBC's basic strength and adaptability by which will enable it to realize the potentials of radio's future. With the cooperation of its affiliates, NBC will lead the way with new ways for further development of network radio, offering a wider diversity of programs and advertising opportunities, he said.

The importance of maintaining strong and active radio networks was stressed by General Sarnoff. [illegible]

values to affiliated stations and the public stature they give broadcasting as a whole, the national network services are essential to the maintenance of democracy and security, he pointed out.

"Local services are important to the community," continued General Sarnoff. "But does anyone think that radio could have become such a basic part of American life if it had been restricted to these local services? Does anyone believe that broadcasting would retain its stature with the public if network services were not maintained?

"It was easy access to nationally known performers, to great orchestras and great drama, to the products of nationwide and worldwide news organizations -- in sum, to the network offerings -- that made broadcasting indispensable to people throughout our land. Americans became dependent on broadcasting because network services brought them instantly the great events and issues and personalities of the day and the hour.

"Our national democracy is geared to immediate and direct availability of a national audience," he said. "This is dramatically obvious in a Presidential election campaign and in wartime, but it holds true at all times. One of the central problems in this age of peril is that of continuous contact between our citizenry and its Government. Only broadcasting can alert the entire nation instantaneously and simultaneously in time of danger. Subtract the nationwide network system, and these all-important factors for democracy and security are lost.

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views to affiliated stations and the public stations that are operating as a whole, the national network services are essential to the wishbonness of democracy and security, he stated out.

"Local services are important to the community," continued General Sarnoff. "But does anyone think that radio could have become such a basic part of American life if it had been restricted to local activity? Can anyone believe that broadcasting would retain its success with the public if network stations were only maintained?

"It was easy access to nationally known performers, to great orchestras and great drama, to the products of national and worldwide news organizations -- in sum, to the network programs that made broadcasting indispensable to people throughout the land. Americans became dependent on broadcasting because network service brought them instantly the great events and issues and personalities of the day and the hour.

"Our national democracy is geared to immediate and direct availability of a national audience," he said. "Only by immediately advising an a Presidential election campaign was to be done, but it rules true at all times. One of the central problems in this age of peril is that of continuous contact between our citizenry and its government. Only broadcasting can afford the entire nation instantaneously and simultaneously in peace or emergency, the nationwide-world problems and broad all-inclusive issues for democracy and security are met.

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"Under such circumstances, would Government have any alternative but to step in and provide its own national service? If free enterprise should fail in this aspect of broadcasting, it will be endangered in all other aspects. Let there be no illusions on that score. The very existence of the industry on a competitive free-enterprise basis would be jeopardized.

"And let us reflect also on the role networks play in the economics of all station operations. Because one independent station in a community is thriving on 'music and news,' some folks assume that all stations could do likewise. They forget that such a station siphons off the major portion of a highly specialized audience. In most communities, such a specialized audience is not large enough to support more than one or two radio stations.

"Strong and solvent networks," General Sarnoff declared, "are essential to healthy station operation. As in any industry in time of transition, we can look for the survival of the fittest. But in an industry like ours, which rests on 'public interest, convenience and necessity,' the tests of fitness are highly exacting. They certainly do not include policies of expediency, flash performance, talent piracy, or the kind of practices which focus on today and ignore tomorrow. The real tests of fitness of a radio network's capacity for leadership are its far-sighted concern for the well-being of the industry as a whole, its deep roots in the field of public service, and its record for fair play in relation both to its associates and the industry at large.

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Those such discussions, small businesses have one alternative not to play in one position in the national network if free enterprise should fail in this aspect of broadcasting, it will be endangered in all other aspects. Can there be no alternative that score. The very existence of the industry on a competitive free-enterprise basis would be endangered.

"And let us reflect also on the sole reference only in the conclusion of all station operations. Because the independent station in a community is observing on 'music and news' some fears because that all station could do likewise. They forget that such a station signons off the major portion of a highly specialized audience. In most communities, even a specialized audience is not large enough to support more than one or two radio stations.

"Strong and solvent networks," General Sarnoff continues, "are essential to sound station operation. As in any industry in time of transition, we can look for the survival of the fittest. But in an industry like ours, which comes on 'public licensed' sufferance and revocable,' the cause of fairness are highly emphasized. They correctly do not include policies of monopoly, fixed performance, belief policy, or the kind of monopoly which flows on today and ignore tomorrow. The real basis of fairness of a radio network's opportunity for leadership are the demonstrated ability and the well-being of the industry as a whole, and that means in the field of public service, and the means for such good in medium such as the associates and the industry as a whole.

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"Those who have built for the future, who have laid a program and sales base of permanent value, will have the staying power. Those who operate for temporary expediency, no matter how flamboyantly, will be conquered by problems for which further expediency will hold no solutions.

"I underscore these points because it seems to me desirable at the present crossroads of our industry's history to underline the difference between a responsible leadership that builds permanent values for itself, its associates and the entire industry, and a claimed leadership that rests on opportunism and concentrates on the short-term private gain, regardless of consequences to the future of the business.

"Broadcasting is not a finished art or industry and it will never be static," concluded General Sarnoff. "Nor is the promise of the future limited to television. It extends to all applications of the electronics art, and it certainly extends to radio. The transistor development is only one of the possibilities for radio. Scientific invention can also be matched by imagination and creation in programming, in selling, in operating more economically, and in finding ways for networks and affiliates to progress on a basis that will be profitable and satisfactory to both."

NBC, General Sarnoff told the affiliates, is in business for the long-range opportunities, concerned with creating permanent values for its employees, for its affiliates, for the RCA, and for the nation.

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Prior to General Sarnoff's keynote address, the affiliates heard from top executives of the NBC radio network the details of sweeping program changes and new sales patterns to revitalize the medium. The NBC radio network is being completely re-programmed with the mass premiere of 28 new program series beginning the week of October 4. The new schedule will feature related programs in blocks, the introduction of two new two-hour programs Saturday and Sunday, a huge expansion in news programs, new and dramatic uses of network radio's mobility in originating programs from all over the country and around the world, and the use of new concepts in entertainment and information presentations. Advertisers will be offered a wide new range of opportunities for shared sponsorship in programs of several types, further emphasizing radio's widely acknowledged economy.

William H. Fineshriber, Jr., vice president in charge of the NBC radio network, said that NBC's new and separate radio organization is going forward with imagination and intelligence in revitalizing the network's radio program structure and meeting present-day needs of advertisers.

In reviewing the new radio organization with the affiliates, Fineshriber outlined for them the separate and self-contained radio departments now set up in the primary areas of network operation: management, sales, programs, advertising and promotion.

The line-up of the new NBC organization, Fineshriber reported, puts Ted Cott in the important post of operating

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vice president of the radio network. Cott is well known throughout the industry for his showmanship, promotional ability, understanding of station problems and the profit records of stations he has managed.

The Radio Sales Department is headed by Fred Horton, a veteran sales executive in radio and printed media. The Radio Program Department is headed by Jack Cleary, who has had 15 years' experience with advertising agencies, talent agencies and networks.

The Program Department, Fineshriber said, is completely staffed with its own program planners, producers, directors and writers, assigned exclusively to radio. This staff, he continued, working overtime with Ted Cott, has prepared the massive new radio program schedule.

Merrill Mueller, foreign correspondent and outstanding news man with 19 years of experience, has been assigned to radio news and features to head up the network's expanded news operation.

Fineshriber also announced that the new radio network organization now has its own separate advertising and promotion department. Its director is Ridgway Hughes, who brings to the post a wide background of promotional experience in media and agencies. He was formerly sales promotion manager in the heretofore integrated television and radio advertising and promotion department and has selected a staff of assistants from that department for the radio department he heads.

Fineshriber pointed out that the NBC radio network now offers a great variety of fresh, new half-hour programs for

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The president of the radio network. Once is well known throughout the industry for his aggressive, [illegible] ability, management-ing of station problems and the great records of standard he has managed.

The Radio Sales Department is headed by Fred Brown, a WNAC sales executive in radio and publication media. The News Department is headed by Jack Clancy, who has had 15 years experience with newspapers [illegible].

The program department, Christopher Reid, is responsible for the programs [illegible], [illegible], [illegible], [illegible], assigned exclusively to radio. Miss Reid, in conjunction working over-time with Ted Orth, has produced the [illegible] and local program schedule.

Merrill Shelley, veteran correspondent and [illegible] man with 19 years of experience, has been assigned to radio news and Fredrick Ho Ford is the technician's responsible for operation.

Bissmeyer also announced that his new radio network [illegible] will use its own [illegible] and [illegible] department. Its director is Rickway Brown, who comes to the post a wide background of [illegible] experience in media and operation. He was formerly sales promotion manager of the [illegible] Investigation and [illegible] and [illegible] and has [illegible] a staff of assistants from the [illegible] the radio department he heads.

Bissmeyer pointed out that the WNAC radio network has [illegible] a great variety of [illegible] programs [illegible]

advertisers who buy on that basis, a number of new program forms which can be bought in small units by smaller advertisers, and a variety of shared sponsorship opportunities for advertisers who want to spread their radio advertising over different periods or supplement their other network operations.

Shared participation sponsorships will be available in a strip pattern, 15 minutes, five days a week or in two solid hours of daytime programs on Saturday and Sunday. The strip programs will be "Fibber McGee and Molly", 10 to 10:15 P.M.; "It Pays to be Married", 5:45-6 P.M.; and "Second Chance", 11:45 a.m.-12 noon -- all Monday through Friday. Advertisers will be asked to buy a minimum of three participations, each consisting of one commercial announcement, but they can distribute these commercial messages in any of the programs. A similar participation format has been established for "The Big Preview", Saturdays, 11 A.M. to 1:00 P.M., beginning October 3 and highlighting all the new record releases of the week, and "Week-End", Sundays 2:00 to 4:00 P.M., radio's new Sunday newspaper beginning October 5.

"We are thinking ahead to our long-range future in radio," Fineshriber said, "because we expect to be in radio for as long ahead as anyone can see. And we are building for leadership -- the sort of leadership that is founded on a solid base and can weather any storm.

"Radio provides certain services which no other medium can provide as well, and it meets needs which no other medium can meet in the same way. If we build on these values, if we put

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network radio to work at the things it can do best, we will always hold enough audience to support a national service. And if we and our affiliates accommodate our network sales patterns to meet new advertising needs, we will build the revenue needed to keep the business solvent and to make it profitable for networks as well as for the stations.

"With the new radio organization, the new programming and renewed concentration on our radio problems, we are ready to go. Our purpose is to win and to hold for NBC first position in public attention, in audience, in advertising values and in sales. We expect to prove by deeds -- and not just by words -- the continuing vitality of network radio. And the new values we are now building are not for short-term demonstration purposes but for the permanent future."

Ted Cott, operating vice president of the radio network, announced the details of NBC's massive frontal attack in radio programming. The 28 new program series which begin the week of October 4 constitute the greatest single mass programming operation in the history of the industry, he pointed out, and demonstrate NBC's basic decision to meet today's programming needs with courage and imagination rather than by cautious, timid or tentative experimentation.

Block or mood programming has given each night of the radio week on NBC a flavor and individual character of its own, Cott explained. "Vertical mood programming of this kind in blocks means better and stronger audience reaction by engaging the

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attentions of the public, who can settle down to mood rather than smorgasbord," he pointed out. Sunday night will feature drama; Monday, music; Tuesday, mystery and adventure; Wednesday, comedy; Thursday, comedy and audience participation; Friday, all comedy; Saturday, a "prestige" block from 6:30-8:00 p.m., and "hillbilly" programs after 8:00 p.m.

"As a basic ingredient of radio service, news occupies a No. 1 position," Cott pointed out, "and we are going to capitalize upon it to the fullest." The new NBC program schedule calls for a huge expansion in news coverage throughout each broadcast day. In addition to "Week-End", a complete radio Sunday newspaper with all the departments of a great metropolitan daily, a dozen additional news programs have been scheduled, bringing the number to an all-time high of 128 per week.

"Our new programming approach tied into new sales patterns and stepped up promotional and merchandising devices will bring to the NBC radio network a fresh sound, new talking points, extra dimensions," said Cott. "NBC radio will be headquarters for new ideas and as such will engage the attention of the public and the advertiser. This is a striking re-investment in radio by NBC."

Fred Horton, recently appointed sales director for the radio network, reported that NBC now has a staff of 15 radio salesmen, the largest in the business. They are assisted by a sales planning staff, an advertising and promotion staff and publicity specialists, all concentrating exclusively on radio.

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Horton emphasized the determination and dedication of the newly organized sales staff, which believes in radio, knows radio, and will devote its full energies to selling radio creatively. He reviewed the NBC commercial schedule including the sale just concluded of the 10:45-11 a.m. morning strip to Miles Laboratories for the "Break the Bank" program.

"We are going to sell radio on the basis of its total values -- its quality as a low cost, effective advertising medium, its influence on the people, and the sales results it gives by converting listeners to customers," Horton said. "And we are going to stress the special values in radio which NBC provides, through the audience strength of our new program schedule and NBC's acknowledged facilities' superiority in covering all of America."

"In addition to these fundamental values which NBC provides, our new sales plans give us supplementary tools which are essential for broadening the base of radio network sales in today's market," concluded Horton. "They offer all national advertisers -- both large and small -- a new type of opportunity for using network radio in a flexible way which can fit their varied budgets and advertising patterns."

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NBC - New York, 9/17/53

NBC RADIO NETWORK NEWS

September 17, 1953

28 NEW RADIO PROGRAMS TO BE LAUNCHED ON NBC WEEK OF OCT. 4;
ORIGINAL FEATURES AND BLOCK-BOOKING HIGHLIGHT FALL SCHEDULE

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Largest Number of Network Shows Ever Introduced in One Week

CHICAGO, Sept. 17 -- The National Broadcasting Company on Sunday, Oct. 4, will launch 28 new radio programs, the largest number of new shows ever to be introduced on a single network within a single week.

The new Fall programs were announced at the NBC Radio Network Affiliates meeting at the Drake Hotel by Ted Cott, operating vice president of the NBC radio network. Cott outlined his programming concepts and specific programs that are being put on the air to carry out a promised revitalization of radio.

The 28 new programs -- which supplement a star-studded line-up of headliners from past seasons -- will run the gamut from news to comedy to poetry to drama to audience-participation.

The seven new programming approaches include:

The Multi-Star Program: Using one of radio's basic instruments of flexibility, the tape recorder, NBC will program multiple

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stars on a single show instead of the traditional one or two. For example, on THE GOLDEN TREASURY, featuring readings by various stars, 12 artists will pre-record as many as 10 poems each, and each program in the series will star such names as Joan Crawford, Hume Cronyn, Faye Emerson, Maurice Evans, Deborah Kerr, Robert Montgomery and William Powell.

The Grass Roots Origination: The great mobility of radio will be used to reach out to all of America for its originations and its talent. This will offer further proof of the national quality of NBC radio; it will also flavor the programming dish with regional character.

The Telephone Party Line: Since the radio network is in essence a giant party line, use of it as an instrument of programming permits "party line" participation from all over the country in quiz and other type programs.

The Big Name Strip: Such top rank comedy programs as FIBBER McGEE AND MOLLY and CAN YOU TOP THIS? will appear 15 minutes nightly.

The Omnibus News Project: Radio, which through the standard five and 15-minute newscasts already has established itself as the swiftest of all news media, will be put to even greater use in a two-hour Sunday "newspaper of the air," called WEEKEND, which offers spot news, features, sports, women's news, criticism, guests and nearly every type of news to be found in Sunday editions of newspapers.

The Special Project: The world's great classics will be scheduled in special productions in longer length than the standard radio program. For example, there will be at least three works by Shakespeare, which will be presented in cooperation with RCA Victor

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[illegible] are a single show instead of the traditional one or two. For example, on THE GOLDEN TREASURY, featuring readings by various actrs, [illegible] will pre-record as many as 10 poems each, and each program in the series will star such names as Joan Crawford, Hume Cronyn, Tony [illegible], Maurice Evans, Deborah Kerr, Robert Montgomery and William [illegible].

The Great Boots Origination: The great mobility of radio will be used to reach out to all of America for its originations and its talent. This will offer further proof of the national quality of NBC radio; it will also flavor the programming dial with regional [illegible].

The Telephone Party Line: Since the radio network is in [illegible] a giant party line, made of it an instrument of programming permits "party line" participation from all over the country in quiz and other type programs.

The Dial Name Game: Each top rank comedy programs as PRESENT ARMS AND MOLLY and CAN YOU TOP THIS? will appear 13 minutes [illegible].

The Omnibus News Project: Radio, which through the standard five and 15-minute newscasts already has established itself as the [illegible] of all news media, will be put to even greater use in a two-hour Sunday "newspaper of the air," called MEMENTO, which offers news, features, sports, women's news, criticism, quizzes and nearly every type of news so be found in further editions of newspapers.

The Special Project: The world's great theatres will be [illegible] in special productions in larger length than the regular radio program. For example, there will be so based three works of Shakespeare, which will be presented in conjunction with RKO Theatres

Records. Already planned are "Macbeth" and "Romeo and Juliet," with Alec Guinness and Claire Bloom, and "The Taming of the Shrew," with Hume Cronyn and Jessica Tandy.

The Mass Premiere: The unprecedented introduction of 28 major programs in one short period is a technique for dramatically reminding the listening public of the strength, vitality and showmanship which are still very much evident in radio.

With some of the older and highly successful programs returning from Summer hiatuses to form the bases for evening lineups, the new emphasis will be on "vertical mood" programming on several evenings.

For example, Monday will mean music on NBC -- with THE RAILROAD HOUR, VOICE OF FIRESTONE, TELEPHONE HOUR, BAND OF AMERICA occupying the heart of the evening.

Tuesday will be "adventure night" with three mystery-crime programs -- BARRIE CRAIG, DRAGNET, and FRANKIE GALAHAD, a situation adventure series starring Frank Sinatra.

Friday will be "comedy night," with Bob Hope, Phil Harris and Alice Faye, and Gertrude Berg, creator and star of "The Goldbergs," in THE HOUSE OF GLASS, a situation comedy series. The evening, as will every weekday evening, will be topped off by the 15-minute strips, FIBBER MCGEE AND MOLLY and CAN YOU TOP THIS?

Saturday will be programmed in huge blocks. Football will take up three-and-a-half hours and will be followed by a sports round-up and a sports feature. The morning will see a special two-hour show previewing all the new record releases and using guest disc jockeys throughout the country. The evening will bring the NBC SYMPHONY, NBC LECTURE HALL and COLLEGE QUIZ BOWL.

(more)

4 - New NBC Radio Schedule

Most of the program changes are on Sunday with 13 new shows scheduled, including RADIO STAR PLAYHOUSE and THE MARRIAGE, with Hume Cronyn and Jessica Tandy. Jimmy Stewart in SIX SHOOTER, is another of the program titles to appear on Sunday night, as will "Stroke of Fate," "Royal Theatre" and "Last Man Out."

Due to commercial committments, a few of the programs have started a few days prior to Oct. 4, but the majority of the programs listed start during the week of Oct. 4 to 10. Here are the 28 new shows: (All times are in EST):

The new Monday through Friday strips are:

10:45-11:00 a.m. EST	BREAK THE BANK in a new 15-minute format with Bud Collyer as emcee.
10:00-10:15 p.m. EST	FIBBER MCGEE & MOLLY in a new series allowing for continuation of their outstanding comedy situations, from Monday through Friday.
10:15-10:30 p.m. EST	CAN YOU TOP THIS? with the inimitable Senator Ford and featuring guest panelists and participants from various points on the network. One night a week amateur story tellers get a chance to "top one."

Seven nights a week:

12 Midnight to 12:05 a.m. EST	MIDNIGHT COLUMN, for which 50 outstanding newspapermen have been signed. The program will feature one guest columnist each night reporting from the affiliate in his own area.

Tuesdays:

9:35-10:00 p.m. EST	FRANKIE GALAHAD, a new mystery series with Frank Sinatra in the dramatic lead as a private eye.

Fridays:

9:35-10:00 p.m. EST	HOUSE OF GLASS. Beloved Gertrude Berg, in a new format. A new situation comedy.

(more)

Saturdays:

10:00-10:30 a.m. EST	WOMAN IN LOVE, a new romance drama series.
11:00 a.m.-1:00 p.m. EST	THE BIG PREVIEW. Something new in a record show. Previews of all the new releases. Three guest disc jockeys from various parts of the country, using the network "party line" to rate and comment on the new releases.
2:00-5:30 p.m. EST	FOOTBALL - Pickups from the big games throughout the country.
5:30-5:45 p.m. EST	FOOTBALL ROUNDUP - An expert recap of all the day's big games.
5:45-6:00 p.m. EST	ASK THE SPORTS WORLD - Sports questions from listeners answered by the sports world and its stars.
7:30-8:00 p.m. EST	NBC LECTURE HALL - Distinguished lecture series. Lectures by experts in their fields. Lectures include Leopold Stokowski on music, Carl Sandburg on Lincoln, Dore Schary on movies, Ty Cobb on baseball, and others.
8:00-8:30 p.m. EST	COLLEGE QUIZ BOWL - Use of the network "party line" to allow participation of college teams in quiz programs, each college participating from its own campus.
8:30-9:00 p.m. EST	TO BE ANNOUNCED. This open spot will be programmed with a new show, details of which are not ready for release.
9:00-9:30 p.m. EST	KNOW YOUR NBC'S - An audience participation program featuring a quiz on the audience's knowledge of NBC artists, programs and operations, and an attempt to answer listener queries.

Sundays:

2:30-2:45 p.m. EST	BETTER LIVING CLINIC - Tips on the latest ways and means to improve your living comfort. Everything from food to furniture clothing to housing.
2:45-3:00 p.m. EST	REPORT ON AMERICA - The three top human interest stories from three different NBC affiliates each week.
3:00-3:30 p.m. EST	THE GOLDEN TREASURY - Recitations by outstanding stars, featuring their best readin

(more)

3:30-4:00 p.m. EST	THE GOLDEN VOICES - Through the NBC Golden Voice Library, the voices of beloved and famous stars of the past, such as Caruso and McCormack, blended into a program by a gracious host, Lawrence Tibbett.
4:00-6:00 p.m. EST	WEEKEND - Radio's "Sunday newspaper," done in a journalistic format from cover story to feature sections, with Mel Allen, Earl Godwin, Florabelle Muir, Tex and Jinx, Merrill Mueller, and others.
6:15-6:30 p.m. EST	ASK HOLLYWOOD - A program done in cooperation with the movie industry. Questionnaires filled out by theatre-goers and radio fans are used to develop questions for presentation to the stars. Hollywood's top stars answer the questions themselves.
6:30-7:30 p.m. EST	RADIO STAR PLAYHOUSE - A full-hour dramatic series with Helen Hayes and Fredric March as hosts. Plays to feature such outstanding stars as Henry Fonda, Humphrey Bogart, Marlene Dietrich, Madeleine Carroll.
7:30-8:00 p.m. EST	THE MARRIAGE - A modern situation comedy series with the popular stars of Broadway, Hume Cronyn and Jessica Tandy, in the lead roles.
8:00-8:25 p.m. EST	THE HOLLYWOOD STORY - Dramatizations of the lives of famous movie stars, produced in cooperation with the Screen Publicists Guild. Each star concerned will play his or her own role.
8:30-9:00 p.m. EST	THE SIX SHOOTER - A Western drama series starring Jimmy Stewart in the lead role.
9:00-9:25 p.m. EST	STROKE OF FATE - posing an interesting question from history each week. Historical approach to program organized by Stefan Lorant, author of "The Presidency" and Alan Nevins of the American Society of Historians. Example of question posed: "Robert E. Lee was offered the chance to be head of either the Union Army or the Confederacy. Suppose he had made the other choice, what would have happened?"
9:30-10:00 p.m. EST	THE ROYAL THEATRE - starring Laurence Olivier, with original British plays and adaptations for radio. Featuring John Gielgud, Alec Guinness, Ralph Richardson, and Emlyn Williams.

(more)

3:30-4:00 p.m. EST

THE GOLDEN VOICES - Sponsor: The Gold Coast Voice Library. Dr. Wilson of Hayward and Fanny Hurst of the cast, such as Gordon MacRae and Mercedes. Blended into a program by a quality cast, Lawrence Tibbett.

4:00-4:30 p.m. EST

DETECT - Radio's "Sunday Newspaper," done in a journalistic format from cover story to feature sections, with Neil Allen, Paul Gordon, Florence Eldridge, Tom and Dick, Merrill Moeller, and others.

4:30-5:00 p.m. EST

ASK HOLLYWOOD - A program done in cooperation with the movie industry. Question-makers filled out by movie-goers and radio fans are used to develop questions for presentation to the stars. Hollywood's top stars answer the questions themselves.

5:00-5:30 p.m. EST

RADIO TAKE PLAYHOUSE - A full-hour dramatic series with Helen Hayes and Fredric March as hosts. Plays to feature such outstanding talent as Henry Fonda, Humphrey Bogart, Marlene Dietrich, Madeline Carroll.

5:30-6:00 p.m. EST

THE MARRIAGE - A modern situation comedy series with the popular stars of Broadway, Nancy Carroll and Lorenzo Tanzy, in the lead roles.

6:00-6:30 p.m. EST

THE HOLLYWOOD STORY - Dramatizations of the lives of famous movie stars, produced in cooperation with the Screen Publicists Guild. Each star concerned will play his or her own role.

6:30-7:00 p.m. EST

THE TI TOCSIN - A Mystery drama featuring Jimmy Stewart in the lead role.

7:00-7:30 p.m. EST

SUNOCO 3 STATES - Posing an interesting question from history each week. Historical approach to program organized by Lewis Lorenz, author of "The Tri-Cities" and Allen Nevins of the American Society of Newspaper Managers of question panel: "Robert E. Lee was offered the chance to be head of either the Union Army or the Confederacy. Suppose he had made the other choice, what would have happened?"

7:30-8:00 p.m. EST

THE ROYAL TREATMENT - Starring Lawrence Tibbett, with orchestra. Tibbett sings and announces for radio. Accompanying him, Miss Guinness, Ralph Rickerson, and Hugh WILLIAMS.

(more)

10:00-10:25 p.m. EST	LAST MAN OUT - True documentary dramatizations by Richard English in which former Communists tell their stories.

With the exception of the BREAK THE BANK strip from 10:45-11:00 a.m., there is little change in the Monday-through-Friday daytime program lineup. New shows and rescheduling of some of the older popular programs show a concentrated and outstanding example of block programming during the night time network service period, from 7:30 to 11:00 p.m. EST. Here is the way the program schedule looks from Monday through Friday:

Mondays

7:30 p.m.	News of the World
7:45 p.m.	One Man's Family
8:00 p.m.	The Railroad Hour
8:30 p.m.	The Voice of Firestone
9:00 p.m.	The Telephone Hour
9:30 p.m.	Cities Service Band of America
10:00 p.m.	Fibber McGee and Molly
10:15 p.m.	Can You Top This?
10:30 p.m.	Rosemary Clooney

Tuesdays

7:30 p.m.	News of the World
7:45 p.m.	One Man's Family
8:00 p.m.	Coke Time Starring Eddie Fisher
8:15 p.m.	The Dinah Shore Show
8:30 p.m.	Barrie Craig, Confidential Investigator
9:00 p.m.	Dragnet
9:30 p.m.	News
9:35 p.m.	Frankie Galahad with Frank Sinatra
10:00 p.m.	Fibber McGee and Molly
10:15 p.m.	Can You Top This?
10:30 p.m.	G.I. Joe

Wednesdays

7:30 p.m.	News of the World
7:45 p.m.	One Man's Family
8:00 p.m.	Walk a Mile Camel Quiz
8:30 p.m.	The Great Gildersleeve

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Wednesdays (Cont'd)

9:00 p.m.	You Bet Your Life with Groucho Marx
9:30 p.m.	Big Story
10:00 p.m.	Fibber McGee and Molly
10:15 p.m.	Can You Top This?
10:30 p.m.	Jason and the Golden Fleece

Thursdays

7:30 p.m.	News of the World
7:45 p.m.	One Man's Family
8:00 p.m.	Roy Rogers Show
8:25 p.m.	News
8:30 p.m.	Father Knows Best
9:00 p.m.	Truth or Consequences
9:30 p.m.	News
9:35 p.m.	Eddie Cantor Show
10:00 p.m.	Fibber McGee and Molly
10:15 p.m.	Can You Top This?
10:30 p.m.	Jane Pickens

Fridays

7:30 p.m.	News of the World
7:45 p.m.	One Man's Family
8:00 p.m.	Coke Time Starring Eddie Fisher
8:15 p.m.	The Dinah Shore Show
8:30 p.m.	The Bob Hope Show
9:00 p.m.	The Phil Harris and Alice Faye Show
9:30 p.m.	News
9:35 p.m.	House of Glass with Gertrude Berg
10:00 p.m.	Fibber McGee and Molly
10:15 p.m.	Can You Top This?
10:30 p.m.	Radio City Previews
10:45 p.m.	Pro and Con

Most of the program changes are in the weekend schedule with considerable block programming on Saturday particularly. Here is the weekend lineup:

Saturdays

8:00 a.m.	News
8:30 a.m.	Howdy Doody
9:30 a.m.	My Secret Story
10:00 a.m.	Woman in Love
10:30 a.m.	Mary Lee Taylor Show

(more)

Saturdays (Cont'd)

11:00 a.m.	The Big Preview
1:00 p.m.	The National Farm and Home Hour
1:30 p.m.	News
1:35 p.m. (approx)	Here the Saturday schedule is flexible to allow for starting time of the football game. The "News Period" will be scheduled 5-minutes preceding the game and a 15-minute football roundup and the program "Ask The Sports World" will be scheduled immediately following the game. Approximate schedule follows:
2:45 p.m.	Football Game
5:30 p.m.	Football Roundup
5:45 p.m.	Ask The Sports World
6:00 p.m.	News
6:15 p.m.	H.V. Kaltenborn
6:30 p.m.	NBC Symphony
7:30 p.m.	NBC Lecture Hall
8:00 p.m.	College Quiz Bowl
9:00 p.m.	Know Your NBC's
9:30 p.m.	Grand Ole Opry
10:00 p.m.	Eddie Arnold
10:30 p.m.	Pee Wee King

Sundays

8:00 a.m.	News
8:05 a.m.	George Crook
8:30 a.m.	Jack Arthur
9:00 a.m.	World News
9:15 a.m.	Youth Brings You Music
9:30 a.m.	Carnival of Books
9:45 a.m.	Faith In Action
10:00 a.m.	National Radio Pulpit
10:30 a.m.	Art of Living
10:45 a.m.	News Highlights
11:00 a.m.	Faultless Starch Time
11:15 a.m.	Viewpoint U.S.A.
11:30 a.m.	To Be Announced
12:30 p.m.	Eternal Light
1:00 p.m.	Youth Wants to Know
1:30 p.m.	University of Chicago Roundtable
2:00 p.m.	The Catholic Hour
2:30 p.m.	Better Living Clinic
2:45 p.m.	Report on America
3:00 p.m.	Golden Treasury
3:30 p.m.	Golden Voices, with Lawrence Tibbett
4:00 p.m.	News
4:05 p.m.	Weekend
5:00 p.m.	News
5:05 p.m.	Weekend

(more)

Sundays (Cont'd)

6:00 p.m.	Bob Considine
6:15 p.m.	Ask Hollywood
6:30 p.m.	Hollywood Star Playhouse
7:25 p.m.	News
7:30 p.m.	The Marriage
8:00 p.m.	Hollywood Story
8:25 p.m.	News
8:30 p.m.	The Six Shooter
9:00 p.m.	Stroke of Fate
9:25 p.m.	News
9:30 p.m.	Royal Theatre
10:00 p.m.	Last Man Out
10:25 p.m.	News
10:30 p.m.	Meet the Press

The next network service period, from 11:30 to midnight, will be scheduled with musical programs throughout the week, with MIDNIGHT COLUMN, midnight to 12:05 a.m., seven nights per week.

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NBC-New York, 9/17/53

NBC TRADE NEWS

September 17, 1953

'THE PRESIDENT'S WEEK,' NEW SERIES RECOUNTING ACTIVITIES OF EISENHOWERS, TO BE PRESENTED ON NBC BY TEX AND JINX

- - -

News Film, Interviews and Live Coverage Included in Programs

Tex and Jinx (Falkenburg) McCrary, NBC's famous husband-and-wife team who made their radio debut in 1946, will present a new series, THE PRESIDENT'S WEEK, on NBC television, beginning Sunday, Oct. 4 (12:45-1:00 p.m., EST).

In the new series, Tex and Jinx will cover in close-up the week's activities of the President and Mrs. Eisenhower. Through the use of NBC-TV News Film, live coverage and interviews, Tex and Jinx will attempt to give the American people an intimate glimpse into the busy week of the Chief Executive and his wife.

The program is designed to give the "pros and cons" in the life of the President.

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Tex and Jinx are old friends of President Eisenhower, and their reporting will have the added advantage of this acquaintanceship which goes back to Ike's military career. The couple feels, however, that the story should deal "primarily with the Presidency" rather than with the President himself.

Producer of the show will be Sandy Sheldon. Bob Priaulx will direct while Tex and Jinx narrate and report the show.

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NBC-New York, 9/17/53 FWK

CREDITS FOR 'THE PRESIDENT'S WEEK' ON NBC-TV

PROGRAM:	THE PRESIDENT'S WEEK
TIME:	NBC-TV, Sundays, 12:45-1:00 p.m., EST
STARTING DATE:	Sunday, Oct. 4, 1953
FORMAT:	Documentary on the Eisenhowers' activities, using news film, live coverage and interviews.
NARRATORS AND REPORTERS:	Tex and Jinx (Falkenburg) McCrary
PRODUCER:	Sanford Sheldon
DIRECTOR:	Bob Priaulx
ORIGINATION:	Washington, D.C., New York City, and various points.

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NBC-New York, 9/17/53 FWK

CREDITS FOR "THE PRESIDENT'S MARK" ON NBC-TV

Presents:	"THE PRESIDENT'S MARK"
Time:	Sept-7, Sunday, 1967-1:00 p.m., EDT
SHEARING DATE:	Sunday, Oct. 8, 1967
FORMAT:	Documentary on the Milwaukee activities, using news film, coverage and interviews.
NARRATORS AND ENTERTAINERS:	Tex and Jinx (Pulitzer-Prize) McCrary
PRODUCER:	Gordon Weisman
DIRECTOR:	Bob Perrin
ORIGINATION:	Washington, D.C., New York City, various points.

NBC TRADE NEWS

September 17, 1953

MARTHA RAYE TO GREET MARGARET TRUMAN, CESAR ROMERO, JAKE LaMOTTA AND ROCKY GRAZIANO AS GUESTS ON FIRST 'ALL STAR REVUE' OF NEW SEASON

Martha Raye, television's clown princess of buffoonery, will return to headline NBC-TV's first ALL STAR REVUE program of the new season on Saturday, Oct. 3 (9 to 10:30 p.m., EST).

Margaret Truman will head a list of guest stars including Cesar Romero and the two former middleweight boxing champions, Jake LaMotta and Rocky Graziano.

This year, for the first time, the "All Star Revue" will be presented once every four weeks for an hour and a half, beginning with the opening program on Oct. 3. "Your Show of Shows," starring Sid Caesar and Imogene Coca, is seen in this time period three weeks out of every four.

Miss Raye was one of the outstanding comedy stars of the "All Star Revue" for the past two years, when it was a weekly, one-hour series. She will headline several "All Star Revue" shows this season. NBC plans also to star other top entertainers on the series.

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A remarkable performer with almost unlimited energy, Miss Raye has won great popularity with her slapstick comedy portrayals. Possessor of a fine singing voice, Martha can sing a hot, jump tune or a poignant blues ballad with equal ease and talent. She can kick and move in fast dance routines rivaling those of the best professional dancers. All these talents have been employed to best advantage on Martha's TV shows.

As in the past, Martha's show will employ a "book" format, with the comedy, singing and dancing all linked to a story-line running through the show. Nat Hiken, who has written all of Miss Raye's "All Star Revue" shows, will continue as the head writer and director. Carl Hoffenberg will produce the show, and George Bassman will conduct the orchestra. Grey Lockwood is TV director.

Hal Janis, executive producer for "Your Show of Shows," has the same post for "All Star Revue."

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NBC-New York, 9/17/53

NBC TRADE NEWS

September 17, 1953

'TRUTH OR CONSEQUENCES,' PIONEER AUDIENCE PARTICIPATION SHOW, RENEWED BY SPONSOR; MOVES TO THURSDAY SCHEDULE

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Ralph Edwards Emcees Show With Comedy, Novelty and Surprises

Ralph Edwards' TRUTH OR CONSEQUENCES, radio's oldest stunt show, heard until last week on the NBC radio network Wednesdays has been renewed for another season by its sponsor, Pet Milk. Starting Sept. 24, "Truth or Consequences" moves into a new day and time spot on NBC radio, Thursday nights at 9:00 p.m., EDT.

A pioneer audience participation show, "Truth or Consequences" is based on the old parlor game of the same name. Comedy and novelty are combined with a surprise element on every program.

"Truth or Consequences" is remembered for creating such widely-known contests as "Mrs. Hush" and "Walking Man" which raised $8,000,000 for charity. The program is also noteworthy for having a seal swim the English Channel, for obtaining a post-mark for the city of Hollywood and having the town of Hot Springs, N.M., change its official name to Truth or Consequences.

(more)

2 - 'Truth or Consequences'

Master stunt man Ralph Edwards, who started in radio as a staff announcer, conceived the idea for "Truth or Consequences" in 1939. The program is directed by Ed Bailey and announced by Ken Carpenter. The agency for Pet Milk is the Gardner Advertising Co.

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NBC-New York, 9/17/53 FWK

CREDITS FOR 'TRUTH OR CONSEQUENCES' ON NBC RADIO

PROGRAM:	TRUTH OR CONSEQUENCES
TIME:	Thursdays 9 p.m., EDT
FORMAT:	Audience participation quiz show, based on old parlor game, Truth or Consequences
STAR:	Ralph Edwards
DIRECTOR:	Ed Bailey
IDEA MAN:	Phil Davis
ENGINEER:	John Pawlek
ORIGINATION:	NBC Studios, Hollywood
SPONSOR:	Pet Milk Co.
AGENCY:	Gardner Advertising, Inc.
ORIGINAL STARTING DATE:	March 23, 1940

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NBC-New York, 9/17/53 FWK

PRESENTS	"RUN" CO CONFERENCE
TIME:	Thursday 3 p.m., EST
SUBJECT:	Mandatory attendance quiz show, based on oil pollution guru, Frank M. Cunningham.
STAR:	Lily Tomlin
DIRECTOR:	Ed Sullivan
TIME REQ:	One hour
SUBJECT:	Love Boats
SCHEDULED:	New Studios, Hollywood
STUDIO:	P.G. & E. Co.
SPONSOR:	Cardoon Associates, Inc.
SPEAKERS:	
SUBJECT SERIES	Size 70, Wide

NBC FILM DIVISION

'BADGE 714' ALREADY SOLD IN 50 MARKETS; OTHER SALES REPORTED BY NBC FILM DIVISION

BADGE 714, award-winning series seen on the NBC television network as "Dragnet," has already been sold in 50 markets, John B. Cron, national sales manager for the NBC Film Division announced today.

New markets for "Badge 714" include KMJ-TV, Fresno-Tulare, Calif.; KETX, Tyler, Texas; Providence, R.I., where the program was sold to the Harold Kay advertising agency for sponsorship by the Simmonds Furniture Co.; and South Bend, Ind., where the series was sold to the Jack Brown agency for sponsorship by Jordan motors.

CAPTURED (formerly "Gangbusters") has been sold in 45 markets, the most recent being KFSD-TV, San Diego, Calif., for sponsorship by Hoffman Radio and TV; KETX, Tyler; and KTMS-TV, El Paso.

Other sales this week include that of VICTORY AT SEA (57 markets) to Needham, Louis and Brorby for the Kansas City, Mo., market; the full-hour HOPALONG CASSIDY series (127 markets) to WKJG-TV, Fort Wayne, Ind.; and THE VISITOR (43 markets) to KETX, Tyler.

Cron also announced that the semi-annual NBC Film Division sales conferences will be held in New York (Friday, Sept. 18), Chicago (Sept. 22-25) and Hollywood (Sept. 28-30). Cron will be accompanied by the Film Division's advertising manager, Jay H. Smolin, who will present to the salesmen the new advertising, merchandising and promotion campaign which Smolin developed in conjunction with the Grey Advertising Agency.

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NBC-New York, 9/17/53

NBC TRADE NEWS

September 18, 1953

NBC RADIO AFFILIATES EXPRESS 'UNANIMOUS ENTHUSIASTIC RECEPTION' OF NETWORK'S PLANS AND PROPOSALS PRESENTED AT CHICAGO MEETING

Chicago, Sept. 18 -- A statement of enthusiastic reception and endorsement of NBC's dynamic new programming and sales plans for the radio network was issued today on behalf of the network affiliates by Robert D. Swezey, chairman of the affiliates' committee.

The group was most favorably impressed with the analysis of the present and future of radio network services presented by Brig. Gen. David Sarnoff, chairman of the boards of the Radio Corporation of America and the National Broadcasting Company, the statement said.

At the conclusion of a full day's session at which Gen. Sarnoff and top executives of NBC's radio network outlined plans and policies for the future development of NBC's radio service, the NBC Radio Affiliates Committee authorized Swezey to issue the following statement on behalf of the affiliates:

"We were unanimous in our enthusiastic reception of the overall plans and proposals presented to us today by the NBC executives for the revitalization of the NBC Radio Network and the strengthening of the medium.

"The NBC radio affiliates endorse the new program concepts which show originality and basic soundness and which, coupled with the

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promotional supports and fresh, aggressive sales approaches which were outlined to us, give excellent promise of success.

"This effort on the part of NBC is to our minds the most significant and constructive forward step which has been taken in the network broadcasting business in many years.

"We were most favorably impressed with General Sarnoff's frank and cogent analysis of the present radio broadcasting picture and his penetrating views with respect to the future of radio.

"It is our intention to continue the NBC Radio Affiliates Committee as a permanent organization with the present subcommittee continuing to function as an active liaison between the full committee and the network representatives.

"It is our sincere belief that today's meeting constitutes an important milestone in the history of the NBC Radio Network.

"We are confident that the approach taken in that meeting will aid materially in insuring the continuing effectiveness of the network as a vital public service and advertising facility.

"The NBC radio affiliates have today pledged themselves to make every reasonable cooperative effort with the network officials to keep NBC in the number one position in American radio."

Well over 100 of NBC's radio network stations were represented by owners and executives at the full-day meeting at the Drake Hotel in Chicago.

They heard from William H. Fineshiber, Jr., vice president in charge of the radio network, a detailed report on the recent separation of the radio and television networks at NBC and a review of the network's new sales plans which will offer advertisers a wide variety of new economy buys in network radio.

(more)

Ted Cott, operating vice president of the radio network, outlined the complete revitalization of NBC's radio programming which gets underway the week of Oct. 4 with the mass premiere in that single week of 28 new program series, including two new two-hour programs on Saturday and Sunday.

Fred Horton, director of radio network sales, reviewed Fall and Winter sales plans and announced the organization of a new network sales staff of 15 salesmen, the industry's largest radio network sales organization, complete with its own integrated sales planning group.

Details of a huge new promotional campaign to build audiences for the new programs and to arouse advertiser interest in both the programs and NBC's new sales plans also were outlined to the group.

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NBC-New York, 9/18/53

NBC TRADE NEWS

September 18, 1953

NBC RADIO NETWORK AUGMENTS NEWS PROGRAM SCHEDULE;
WILL OFFER MORE THAN 135 NEWS PERIODS EACH WEEK

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Schedule Starts Week of Sunday, Oct. 4

Many additional news periods, designed to augment the network schedule to give listeners a more comprehensive coverage of world events, will be introduced on the NBC radio network when the network's Fall schedule gets under way Sunday, Oct. 4.

The new programs bring the total number of individual news presentations on the NBC network to an all-time high of more than 135 per week. The programs will cover political, economic and other phases of news events by bringing into play the latest techniques in radio journalism, including analysis, straight news reporting, interviewing and panel discussions.

The new periods include the following: (ALL TIMES EST):

WEEK END: "Sunday newspaper-of-the-air," first broadcast 4-6 p.m., EDT, Sunday Oct. 4.

REPORT ON AMERICA: W.W. Chaplin's human interest show, Sundays 2:45-3 p.m., beginning Oct. 4. Art Wakelee, supervisor.

(more)

MIDNIGHT COLUMN: Fifty leading columnists from across the nation will present their own distinctive reports, with a different speaker each night. Daily at midnight to 12:05 a.m. (Network except WNBC)

HOME EDITION OF THE NEWS: Mondays through Fridays, 9:30-9:45 a.m., (network except WNBC) beginning Oct. 5. Features authoritative daily news analysis by Ben Grauer, Pauline Fredrick and Leon Pearson.

NEWS WITH KENNETH BANGHART: Mondays through Fridays, 2:55-3 p.m., beginning Oct. 5.

NEWS FROM NBC: Four five-minute news summaries every Sunday night beginning Oct. 4. Gene Hamilton will handle 7:25 and 9:25 p.m. programs from NBC, New York, and Richard Harkness will broadcast the 8:25 and 10:25 programs from Washington.

9:30-9:35 p.m., Tuesday, Oct. 6, Thursday, Oct. 15, and Friday, Oct. 9, and three times weekly thereafter.

WILLIAM FITZGERALD -- NEWS: Variable times. Saturdays beginning Oct. 3. Summary of the highlights of the news by veteran NBC newscaster William Fitzgerald. This program will run for the duration of the football season preceding each game. (Network except WNBC, Saturdays, Sept. 19 and 26, 3:40-3:45 p.m. time varying according to time of games).

JOSEPH C. HARSCH COMMENTARY: Sundays, 11:15-11:30 p.m., Foreign affairs columnist for the Christian Science Monitor reviews and analyzes news 'round the world. (Starts Oct. 4). This supplements Mr. Harsch's current 11:15-11:30 p.m., Saturday night broadcasts.

These additional news periods, are under the overall direction of William R. McAndrew, NBC's manager of news and special events for radio and television, and his staff of seasoned newsmen operating under Joseph O. Meyers, central news desk editor.

Merrill Mueller, radio news and features executive, supervises.

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NBC-New York, 9/18/53

NBC TRADE NEWS

September 18, 1953

NBC SPOT SALES CHALKS UP $2,000,000 VOLUME IN WEEK MAKING RECORD $6,500,000 IN NEW AND RENEWED BUSINESS IN FIVE-WEEK PERIOD

NBC Spot Sales has racked up a record week in sales volume during the five-day period of Sept. 14-18 with billings topping the $2,000,000 mark, according to Thomas B. McFadden, director of NBC Spot Sales. In making the figure known, McFadden also said that in the past five weeks NBC Spot Sales has broken another record. The organization's total sales volume for the five week period ending Sept. 18 reached $6,500,000 in new and renewed business.

"This is the biggest sales record in the history of NBC Spot Sales," McFadden said. "I attribute it to a general upswing in radio and television spot buying and specifically to NBC Spot Sales' new approaches and increased activity on the part of our sales staff."

At the end of business today (Sept. 18) more than half of the radio and television stations represented by NBC Spot Sales were near the sold-out point, McFadden said.

McFadden stated that the sales were in every category from a $300 purchase to a $300,000 contract.

Among the buyers of the greatest amounts of time on the NBC Spot Sales represented stations were: The American Tobacco Company, B.T. Babbitt Company, Miles Laboratories, General Motors, Procter and Gamble, Kellogg Company and Colgate-Palmolive Peet.

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WVEC, NORFOLK, JOINS NBC RADIO NETWORK

Station WVEC, Norfolk, Va., joins the NBC radio network effective Saturday, Sept. 19. WVEC is owned by the Peninsula Broadcasting Company, and operates on an assigned frequency of 1,490 kilocycles with power of 250 watts.

Thomas P. Chisman is president, and Harrol A. Brauer, Jr., is vice-president and general manager.

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NBC-New York, 9/18/53

NBC TRADE NEWS

September 18, 1953

'THE RAILROAD HOUR' STARTS 6TH YEAR WITH ROMBERG'S 'STUDENT PRINCE' AS FIRST WINTER SERIES' OFFERING

- - -

Gordon MacRae Is Regular Star With Guest Leading Ladies In Prominent Musical Plays by Outstanding Composers

THE RAILROAD HOUR (NBC radio, Mondays, 8 p.m., EST) will return Oct. 5 to its regular Winter format of presenting well known operettas or musicals from stage or screen. The date will also mark the start of the sixth year for the popular series.

Gordon MacRae, baritone headliner of radio, motion pictures, and recordings, continues in his familiar role as regular star of the show. Each week, as in the past, noted singing leading ladies will play opposite MacRae in works of music masters.

The series is sponsored by the Association of American Railroads through the Benton & Bowles, Inc., agency.

The opening program of the new season will be the operetta, "The Student Prince," by the late Sigmund Romberg. Gordon MacRae's guest star on that date with be Dorothy Kirsten, well-known soprano of

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the Metropolitan Opera. Miss Kirsten has been a frequent guest star on the program, and will appear on five of the broadcasts before the end of the year.

A complete list of the musicals and guest stars through December 21 follows:

October 5	"The Student Prince"	Dorothy Kirsten
October 12	"Show Boat"	Dorothy Kirsten
October 19	"Sunny"	Lucille Norman
October 26	"Firefly"	Dorothy Warenskjold
November 2	"Rosalinda"	Elaine Malbin
November 9	"Roberta"	Dorothy Kirsten
November 16	"Merry Widow"	Dorothy Kirsten
November 23	"Chocolate Soldier"	Virginia Haskins
November 30	"State Fair"	Lucille Norman
December 7	"Sweethearts	Elaine Malbin
December 14	"Cat and the Fiddle"	Dorothy Kirsten
December 21	"Holiday Inn"	Dorothy Warenskjold

The musicals are adapted for the series by the writing team of Lawrence and Lee. Carmen Dragon and his orchestra and the Norman Luboff Chorus are regularly featured.

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NBC-New York, 9/18/53

CREDITS FOR 'THE RAILROAD HOUR' ON NBC RADIO

PROGRAM:	THE RAILROAD HOUR
BROADCAST:	NBC radio, Mondays 8 p.m., EST
CAST:	Gordon MacRae, baritone, regular star, with female guest soloists each week. Carmen Dragon and his orchestra and the Norman Luboff Chorus.
FORMAT:	Well-known operettas and musicals in half-hour capsule versions written especially for this program.
WRITERS:	Jerome Lawrence and Robert E. Lee (Lawrence and Lee)
ANNOUNCER:	Marvin Miller
PRODUCER:	Murray Boland
SPONSOR:	Association of American Railroads
AGENCY:	Benton & Bowles, Inc.
ORIGIN:	Hollywood
ORIGINAL STARTING DATE:	Oct. 4, 1948

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NBC-New York, 9/18/53

NBC-TV NEWS

NEW LIST OF CREDITS FOR 'THE PAUL WINCHELL SHOW' ON NBC-TV

PROGRAM:	THE PAUL WINCHELL SHOW
TIME:	NBC-TV, Sundays, 7 p.m., EST.
FORMAT:	Comedy-variety with a dramatic segment
STARS:	Paul Winchell, with his dummy partners Jerry Mahoney and Knucklehead Smiff. Headliners of stage, screen and television will make guest appearances in the dramatic sequences.
WRITERS:	Bud Burtson, Danny Simon, Doc Simon, Leo Salkin and Paul Winchell
PRODUCER:	Joseph Scibetta
DRAMA DIRECTOR:	Sherman Marks
COMEDY DIRECTOR:	Bud Burtson
MUSIC DIRECTOR:	John Gart
STAGED BY:	Harold Eisenstein
SPONSOR:	The Proctor & Gamble Company
AGENCY:	Young & Rubicam
ORIGINATION:	"Live" from New York

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NBC-New York, 9/18/53 FWK

11 'FIRESIDE THEATRE' FILMS COMPLETED IN 6 WEEKS ON WEST COAST FOR P & G SPONSORSHIP ON NBC-TV

FIRESIDE THEATRE (NBC-TV Tuesdays 9 p.m., EDT) a Frank Wisbar production for NBC-TV, has recently completed another 11 films for Procter and Gamble. The six-week shooting schedule, involving 146 actors-in-cast, ran smoothly on the Eagle-Lion Hollywood lot where three major stages were used.

Story-line policy continued with plots in the current production series ranging from the amazing effect on a community of a provocative cat named Moses, to a psychological drama involving an American girl turned Communist.

Casts for the new series included Gene Raymond, Porter Hall, Peggie Castle, James Millican, Anthony Numkina, John Agar, Mary Orr, John Warburton, Frances Robinson, Charles Meredith and Harry Carey, Jr.

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SKELLY OIL RENEWS DREIER NEWS AND 'FARMING BUSINESS'

The 52-week renewals of the Alex Dreier newscast (Monday through Friday 8:00-8:15 a.m., EDT) and THIS FARMING BUSINESS (NBC radio network except WNBC, Saturdays 8:00 a.m., EDT) by the Skelly Oil Company, effective last Aug. 31, were announced today by Edward Hitz, NBC Central Division Network Sales Manager.

The programs are aired on a split NBC radio network of 28 stations. Henri, Hurst and McDonald is the Agency.

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NBC-New York, 9/18/53

NBC RADIO NEWS

FIRST DAYTIME TEST IN NEW YORK AREA TO INFORM PUBLIC
OF CONELRAD RADIO SYSTEM IN EVENT OF AIR RAID

The first daytime test in the New York metropolitan area, to acquaint the public with the vital part the broadcasting industry will take in the event of an enemy air raid, will be held Friday, Sept. 25, from 9:30-9:45 a.m.

On that occasion, CONELRAD (controlled electro-magnetic radiation), the system evolved to provide continuous radio communication without offering "homing in" assistance to hostile airplanes, will be explained by New York City and State Civil Defense officials, in conjunction with the New York City Civil Defense Broadcasters' Committee.

Here is what will take place in the simulated raid, just as it would take place in the event of a real enemy attack:

At exactly 9:30 a.m. on Sept. 25, every AM, FM and TV station in the metropolitan area participating in the test will go off the air. These include stations in New York City, northern New Jersey, Morristown and New Brunswick, N.J., White Plains, N.Y., and Hempstead and Freeport, Long Island.

Certain previously designated AM stations will then return to the air on 640 and 1240 kilocycles only. The same program will be fed to each of these stations, with each station on the air a few seconds, cutting off automatically after this short period to be replaced by another station.

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In this way, a continuous program will be provided. However, since the actual broadcasting comes from one transmitter after another, there will be no continuous radio beams for attacking airplanes to "home in" on, since no one station will be on the air for more than a few seconds at a time.

The 15-minute program to be heard will consist of brief pickups from the newsrooms of the radio stations and talks by Civil Defense officials.

Thomas H. Phelan of the National Broadcasting Company is chairman of the New York Civil Defense Broadcasters' Committee, and Gordon C. Graham of the Columbia Broadcasting System is vice chairman. Lt. Gen. C.R. Huebner is director of New York State Civil Defense.

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NBC-New York, 9/18/53

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NBC TRADE NEWS

ED HERLIHY AND ERNIE KOVACS TEE-OFF DRIVE
FOR BOMB-PROOF HOSPITAL IN NEWARK, N.J.

Ed Herlihy, NBC newscaster and master-of-ceremonies, will play an 18-hole golf match with Ernie Kovacs, CBS comedian, for the benefit of the Clara Maass Memorial Hospital, Newark, at 1:30 p.m., Friday, Sept. 25, at the Forest Hills Field Club, Bloomfield, N.J. The event is part of a drive to raise $4,500,000 with which a new bomb-proof, government-approved hospital will be built.

The Herlihy-Kovacs match will include a "one-hour clinic" on the art of golf to be conducted by Lou Worsham, $25,000 Tam O'Shanter winner. Worsham will play himself in a four-ball match with Chet Sanok, Metropolitan Open champion; Billy Dear, Jr., New Jersey amateur, and Emery Thomas, expert pro at the Forest Hills Golf Club.

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NBC-New York, 9/18/53

NBC TRADE NEWS

September 21, 1953

DOW CHEMICAL'S PURCHASE OF TIME ON 3 TOP NBC-TV SHOWS
HIGHLIGHTS WEEK OF HEAVY SALES ACTIVITY

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Other New Time Purchases Are Announced

Topping a week of heavy sales activity, the NBC-TV network today announced that the Dow Chemical Company has purchased time on three of the network's most popular programs -- TODAY, THE KATE SMITH HOUR and YOUR SHOW OF SHOWS-ALL STAR REVUE.

In addition, NBC-TV announces time purchases on "The Kate Smith Hour" by Consolidated Cosmetics, on "Your Show of Shows"-"All Star Revue" by Adolph's Limited and Lewis Howe Company, and on "Today" by the A.C. Gilbert Company and the Crowell-Collier Publishing Company.

The orders for "Your Show of Shows"-"All Star Revue" by Dow Chemical, Adolph's Limited and Lewis Howe dispose of the last 10-minute segment on those shows and also sells out all available evening commercial time on NBC-TV.

Dow Chemical's orders on NBC-TV mark that firm's initial entry into network television. Advertising its new product, Saran-Wrap, Dow

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Chemical will be provided quick, maximum exposure on these three highly rated shows -- one a leading morning program, another one of the favorite afternoon productions, and the third a top notch Saturday night variety extravaganza.

On "Your Show of Shows"-"All Star Revue," the Dow Chemical message will be seen and heard during a 10-minute segment from 10:00-10:30 p.m., EST, on alternate Saturdays, beginning Dec. 19 and continuing for the rest of the season. On "The Kate Smith Hour," the firm has purchased the 3:45-4:00 p.m., Tuesday time period, beginning Nov. 17 and continuing for the season; and on "Today," it has signed a contract for 52 weeks, three participations a week, beginning Nov.16.

Lewis Howe Company, maker of Tums, also has purchased 10-minutes of the 10:00-10:30 p.m. time period of "Your Show of Shows"-"All Star Revue" on alternate Saturdays, beginning Sept. 19 and continuing throughout the season. Adolph's Limited, maker of Adolph's Meat Tenderizer, will be alternate week sponsor with Lewis Howe until Dec. 19, when Dow Chemical moves into the spot.

Consolidated Cosmetics has purchased the 3:15-3:30 p.m. time on "The Kate Smith Hour" on alternate Tuesdays, beginning Sept. 22.

On "Today," NBC-TV's early morning news and special events program, A.C. Gilbert Company has ordered 12 participations, beginning Nov. 24, and the Crowell-Collier Publishing Company, publishers of Collier's Magazine, ordered six participations, beginning Sept. 18.

Agencies involved are: McManus, John and Adams for Dow Chemical; Erwin, Wasey & Company, Inc., for A.C. Gilbert and Adolph's Limited; Dancer-Fitzgerald-Sample, Inc., for Lewis Howe; Batten, Barton, Durstine & Osborn Inc., for Consolidated Cosmetics, and Kudner, Agency, Inc., for Crowell-Collier.

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NBC-New York, 9/21/53

Dallas will be provided with, daily, [illegible] in their own Mid-
[illegible] — one a leading morning program, another one of the
popular afternoon productions, and the third a top music interlude
[illegible] variety entertainment.

On "Your Show of Shows"-"All Star Revue," the Dallas
message will be seen and heard during a 30-minute segment, from 10:00-
10:30 p.m., EST on [illegible] Saturdays, beginning Dec. 27 and
continuing for the rest of the season. On "The Late Smith Hour," the
film was purchased the 3:45-4:00 p.m., Tuesday time period, beginning
Jan. 17 and continuing for the season; and on "Today," it was shown
a [illegible] for 52 weeks, three participations a week, beginning [illegible].

Lewis Food Company, maker of Tuna, also has [illegible] the
[illegible] of the 10:30-10:50 p.m. time period of "Your Show of Shows"-
"All Star Revue" on alternate Saturdays, beginning Dec. 27 and
continuing throughout the season. Adolph's [illegible], maker of Adolph's
Meat Tenderizer, will be alternate week sponsor with Lewis Food [illegible]
Jan. 19, when New Orleans moves into the mode.

Consolidated Cosmetics has purchased the 3:15-3:30 p.m. time on
"The Late Smith Hour" on alternate Tuesdays, beginning Sept. [illegible].

On "Today," NBC-TV's early morning news and [illegible] service
program, A.C. Gilbert Company has [illegible] 52 participations, beginning
[illegible] 4, and the Crowell-Collier Publishing Company, publishers of
[illegible]'s magazine, purchased six participations, beginning Dec. 16.

Agencies involved are: Hoffman, John and [illegible] for the
Chemical; Erwin, Wasey & Company, Inc., for A.C. Gilbert and Adolph's
Limited; Ruthrauff-Ryan, Inc., for Lewis Food; Doherty, [illegible]
Sweetine & Occom Inc., for Consolidated Cosmetics, and Redfield, [illegible]
Inc., for Crowell-Collier.

NBC SPOT SALES

News

NBC SPOT SALES ESTABLISHES DETROIT OFFICE

NBC Spot Sales has established a branch office in Detroit, Thomas B. McFadden, director of NBC Spot Sales, announced today. The office will be located in the Penobscot Building, and is scheduled to open Oct. 15. In the meantime, NBC Spot Sales will make its Detroit headquarters in the Hotel Statler.

The Detroit office will be staffed by Allen W. Kerr and Robert Miller. Kerr is a new member of NBC Spot Sales. He came to NBC from H-R Representatives, where he was a salesman for the past three years. Previously, Kerr was with WCBS Radio, Hearst Radio and Transit Radio in sales capacities. Kerr will handle television sales for the NBC Detroit office.

Miller is being transferred from NBC Spot Sales in Cleveland to the Detroit office, where he will handle radio sales. Miller has been with NBC Spot Sales since July, 1951. He joined NBC's owned and operated stations in Cleveland, WTAM and WNBK, as a salesman in 1948. Prior to that, he was a space salesman for the Cleveland Press.

With the opening of the Detroit office, NBC Spot Sales has offices in eight major cities: New York, Cleveland, Chicago, Los Angeles, San Francisco, Atlanta and Charlotte.

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September 21, 1953

WORLD SERIES BETWEEN YANKEES AND DODGERS WILL BE TELECAST BY NBC-TV IN 100 CITIES STARTING SEPT. 30

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Potential Audience for Gillette-Sponsored Telecasts Is 75,000,000 Each Day Over 105 Transmitters

Thanks to the steady progress of the coaxial cable, more people than ever before will see the upcoming edition of the World Series, which will be telecast by NBC under the sponsorship of the Gillette Safety Razor Company for the seventh consecutive year.

This second straight Series meeting of the New York Yankees and Brooklyn Dodgers will get under way at Yankee Stadium on Wednesday, Sept. 30. With Mel Allen and Red Barber splitting the announcing chores, the telecasts will begin at 12:45 p.m., EST. In the event of a Sunday game, air time will be 1:45 p.m., EST.

With over 25,000,000 television sets now in areas connected by the coaxial cable, 75,000,000 people (an average of three viewers per set) is the potential audience for a single game. Should the Series go seven games, the accumulative audience could hit 525,000,000. Last year, with an estimated 18,000,000 sets in cable areas, the total accumulative audience was estimated at 350,000,000 for the seven-game Series.

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For the first time, the Series will be seen in Canada. Toronto, Ottawa and Montreal (home of the Dodgers' International League farm club) are the cities which will see the annual baseball classic.

The television hookup this year will send the Series to 105 interconnected stations in 100 cities. The TV coverage area encompasses 93,000,000 of the nation's population. Thirty-seven American cities will be seeing the Series for the first time.

The World Series was first telecast in 1947 over a four-city hookup (New York, Philadelphia, Washington and Schenectady). In this four-city area there were only 150,000 sets at that time.

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NBC-New York, 9/21/53

NBC TRADE NEWS

September 21, 1953

'ROYAL THEATRE,' WITH SIR LAURENCE OLIVIER AS STAR AND EMCEE, TO START OCT. 4 ON NBC RADIO

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Orson Welles Guest Star in Premiere, 'Queen of Spades,'; Other Noted Players to Be Heard in Drama Series

Sir Laurence Olivier will be the star and master of ceremonies of a new weekly dramatic series, ROYAL THEATRE, which will start on NBC radio Sunday, Oct. 4 (8:30-9 p.m., EST).

The eminent British actor will be emcee for the run of the series and, after the first five broadcasts, its regular star.

Orson Welles, the noted American actor who is now living abroad, will be guest star on the first broadcast, Oct. 4. He will portray the lead in Pushkin's classic, "The Queen of Spades." Michael Redgrave, the British stage star, will be guest on the second broadcast, Oct. 11. Stars who are expected to be Sir Laurence's guests on the three following broadcasts are Ralph Richardson, John Gielgud, and Emlyn Williams.

"Royal Theatre" productions will be adapted from the works of Somerset Maugham, Graham Greene, H.E. Bates, Gogol, Pushkin and

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other eminent writers. The transcribed series will be produced for NBC by Towers of London. Harry Alan Towers, its president, will be the producer-director. Sydney Torch, British composer and conductor, will write and direct the music.

Sir Laurence is currently engaged in rehearsals for a new stage production in which he is co-starred with his wife, Vivien Leigh. After a short out-of-town tour, this new play will open in the West End of London on Nov. 5.

Effective Oct. 18, "Royal Theatre" will be broadcast from 9:30 to 10 p.m., EST.

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NBC-New York, 9/21/53 FWK

CREDITS FOR 'ROYAL THEATRE' ON NBC RADIO

PROGRAM:	ROYAL THEATRE
PREMIERE:	NBC radio, Sunday, Oct. 4 (8:30-9 p.m., EST) -- Effective Oct. 18, series will be broadcast from 9:30 to 10 p.m., EST
DESCRIPTION:	Weekly series of dramas adapted from the works of Somerset Maugham, Graham Greene, H. E. Bates, Gogol, Pushkin and other eminent writers.
EMCEE:	Sir Laurence Olivier
STAR:	Sir Laurence Olivier. (Sir Laurence will be the program's regular star after the first five broadcasts. Orson Welles will be guest star Oct. 4; Michael Redgrave, Oct. 11.
OCT. 4 PRODUCTION:	Orson Welles in Pushkin's classic, "The Queen of Spades"
PRODUCED BY:	Towers of London
PRODUCER-DIRECTOR:	Harry Alan Towers
MUSIC COMPOSER-CONDUCTOR:	Sydney Torch
POINT OF ORIGIN:	London (by transcription)

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NBC-New York, 9/21/53 FWK

NBC NORFOLK (VA.) RADIO OUTLET CHANGES NAME TO WAVY

Radio Station WSAP, NBC radio network outlet in Norfolk, Va., changed its call letters to WAVY on Saturday, Sept. 19.

Station WAVY is owned by the Portsmouth Radio Corporation, and operates on 1,350 kilocycles with a power of 5,000 watts.

Carl J. Burkland is executive vice president and general manager of the station.

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HARVESTER ADDS STATIONS FOR 'MAN ON THE GO' SERIES

The International Harvester Company has increased its station lineup for the quarter-hour Monday-through-Friday Alex Dreier MAN ON THE GO program on the NBC radio network.

The original starting lineup of 65 NBC stations, effective Sept. 7, was increased by 27 on Sept. 14. On Sept. 21, Sept. 28 and Oct. 5 it will be increased by 27, 15 and 1, respectively, bringing the total number of stations to 135.

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NBC-New York, 9/21/53

LOY R. LEE IS NAMED ASSISTANT MANAGER OF NBC MERCHANDISING DEPARTMENT

Appointment of Loy R. Lee as assistant manager of the NBC Merchandising Department, with headquarters in New York, was announced today by Fred N. Dodge, NBC merchandising director.

Lee formerly was NBC merchandising district supervisor in the Southeast. Before joining NBC in January, 1952, he held supervisory sales positions with Comstock Canning Corporation and Armour & Company.

Dodge also announced the appointment of Rolland C. Bourbeau to succeed Lee as district supervisor in the Southeast. Bourbeau comes to NBC from the network's Baltimore affiliate, WBAL, where he was merchandising director. Before joining WBAL, he was sales manager of Albert F. Gertz, Inc.

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NBC-New York 9/21/53

CREDITS FOR 'DIAL DAVE GARROWAY' ON NBC RADIO

TITLE:	DIAL DAVE GARROWAY
TIME:	NBC radio, Monday-Friday, 2:15-2:30 p.m., EST.
FORMAT:	Garroway relates humorous anecdotes and plays recordings.
STAR:	Dave Garroway.
ANNOUNCER:	Ed Prentiss
DIRECTOR:	Parker Gibbs
WRITERS:	Charlie Andrews and Virginia Butts
SPONSOR:	Armour and Co. (Dial Soap)
AGENCY:	Foote, Cone and Belding

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NBC-New York, 9/21/53 FWK

CREDITS FOR 'DUAL DAY' CHRONOLOGY' ON NBC RADIO

TITLE: DUAL DAY CHRONOLOGY

[illegible]: NBC radio, Monday-Friday, 5:15-5:30 p.m., 1950.

FORMAT: Serial in 15-min segments introduced and closed with [illegible] soloists.

STAR: Dave Garroway.

[illegible]: Bo Peabody

[illegible]: Susan Stone

[illegible]: [illegible] Lulu

[illegible]: Albert Ino Co. (Dist Corp)

[illegible]: Voice, Song and Melody

CROWN PRINCE AKIHITO OF JAPAN VISITS NBC NEW YORK STUDIOS;
GREETED BY GEN. SARNOFF AND SEES EDDIE FISHER TELECAST

His Imperial Highness, Crown Prince Akihito of Japan, visited the National Broadcasting Company Friday (Sept. 18) and was greeted by Brig. Gen. David Sarnoff, chairman of the boards of the RCA and NBC.

The prince was taken to the telecast of the EDDIE FISHER PROGRAM in Studio 6-B. Following this broadcast, he went on stage to meet the young star and to get a closer look at the cameras, sets and other studio facilities.

The prince inspected other floors at NBC where major NBC dramatic and musical programs are produced, and saw the radio and television master control rooms on the fifth floor.

The visit of the prince to NBC was his only visit to a broadcasting studio during his tour of the United States.

Members of the party and others accompanying the Crown Prince were:

Mr. Takanobu Mitani, grand chamberlain

Mr. Akira Matsui, counsellor of the Ministry of Foreign Affairs

Mr. Shigekuni Kikkawa, master of ceremonies

Mr. Akira Miyazaki, counsellor of Embassy of Japan

Dr. Hisashi Sato, physician to the Crown Prince.

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CROWN PRINCE AKIHITO OF JAPAN VISITS NBC NEW YORK STUDIOS;

GREETED BY GEN. SARNOFF AND SEES MEDIA FRENCH TELECAST

His Imperial Highness, Crown Prince Akihito of Japan, visited the National Broadcasting Company Friday (Sept. 30) and was received by Brig. Gen. David Sarnoff, chairman of the boards of the RCA and NBC.

The prince was taken to the telecast of the MEDIA FRENCH PROGRAM in Studio 6-E. Following this broadcast, he went on stage to meet the young star and to get a closer look at the camera, mike and other studio facilities.

The prince inspected other floors at NBC where major NBC dramatic and musical programs are produced, and saw the radio and television master control rooms on the fifth floor.

The visit of the prince to NBC was his only visit to a broadcasting studio during his tour of the United States.

Members of the party and others accompanying the Crown Prince were:

Mr. Takanobu Hirai, press secretary

Mr. Akira Matsui, counsellor of the Ministry of Foreign Affairs

Mr. Shigekuni Kikkawa, master of ceremonies

Mr. Akira Miyazaki, counsellor of embassy of Japan

Dr. Hisashi Sato, physician to the Crown Prince.

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Mr. Masao Yagi, acting consul general

Mr. Yasuhide Toda, chamberlain to the Crown Prince

Mr. Jutatsu Kuroki, chamberlain to the Crown Prince

Mr. Kei Miyakawa, consul of Japan

Mr. Isamu Masuda, secretary, Ministry of Foreign Affairs

Mr. Chuji Shibuya, secretary of the Prime Minister's Office

Mr. Akiyoshi Sakamoto, secretary of the Prime Minister's Office

Mr. Mitsuo Ono, secretary of the Ministry of Foreign Affairs

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NBC-New York, 9/21/53

NBC TRADE NEWS

September 22, 1953

TWO NEW PLANS FOR SHARED-PARTICIPATION SPONSORSHIP OF POPULAR RADIO NETWORK SERIES ANNOUNCED BY NBC

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Advertisers Can Buy into 15-minute Strips and 2-Hour Features

Two dynamic new sales plans for NBC radio -- plans designed to attract both the major advertiser with large budget and the smaller national advertiser -- were announced today by William H. Fineshriber Jr., vice president in charge of the NBC Radio Network.

Under these fresh, flexible plans, NBC radio, effective Monday, Oct. 5, is offering shared-participation sponsorships in two distinct program patterns -- a strip pattern (15-minutes, five days a week), and a block pattern (two solid hours in the daytime on Saturday and Sunday).

The first plan, based on strip programming, is called "The Three Plan," because it is limited to three specific strip programs and the minimum purchase requirement for the advertiser is three participations on any of the programs on any of the five days.

Programs to be sold on this basis are SECOND CHANCE (11:45-12 noon, EST), an audience-participation show attracting large,

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primarily housewife audiences; IT PAYS TO BE MARRIED (5:45-6 p.m., EST), another audience-participation show in which husbands and wives tell how their marriages have succeeded despite tremendous hardships; and FIBBER McGEE AND MOLLY (10-10:15 p.m., EST), radio's perennial favorites in a fast-moving, new 15-minute format.

"The Three Plan" for selling these three strips is simple: Each 15-minute segment will have three one-minute announcements, or 15 commercial availabilities a week per strip, making a total of 45 participations per week in the three strips. An advertiser may buy as many participations as he wants in any of the strips, but must buy a minimum of three. The price is based on one-third of the 15-minute rate for time, and a pro-rata share of the overall talent cost.

"Consider what this plan means to the advertiser," Fineshriber said. "A major advertiser can supplement his other broadcast operations by buying a combination of participations in 'The Three Plan.' He can buy three participations in each of the strips and get national exposure morning, afternoon and evening in three different programs. Or he can buy one participation every day in one of the strips, and get his message spread across five days of the week. Or he can make his own combination to fit his own needs."

"The smaller national advertiser, who has never been able to use network radio before, now has the key for using it. Through this plan, we are giving advertisers just what they want from network radio --frequency of advertising, large cumulative audiences and low cost per thousand. We also give them real flexibility--from a few participations a week to a large number, in the morning, afternoon or evening, or in any combination they can best use."

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3 - Radio Sales

The second new sales plan announced by Fineshriber is based on the new shows, THE BIG REVIEW (Saturday, 11 a.m.-1 p.m., EST), a record show featuring previews of all new releases, with three guest disc jockeys from various parts of the country; and WEEKEND (Sunday, 4-6 p.m., EST), radio's "newspaper of the air."

Each of these programs (except the last hour of "The Big Preview") also will be offered for sale on a shared-sponsorship basis. Each hour will provide for eight commercials and each commercial is one participation. An advertiser can buy one or more participations in either or both of the shows.

This is the same sales pattern developed so successfully on TODAY, NBC-TV's phenomenally successful early morning news and special events show.

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NBC-New York, 9/22/53

NBC TRADE NEWS

September 22, 1953

RCA COMPATIBLE COLOR TELEVISION VIEWED IN CHICAGO OVER CLOSED CIRCUIT FROM NEW YORK

Chicago, Sept. 22 -- Compatible color television was viewed for the first time by the press in the Middle West today when the National Broadcasting Company held a special showing of the RCA Compatible color system.

The program, a variety show starring Nanette Fabray and the "Hit Parade" dancers, was seen at 2 p.m., CDT, in the Drake Hotel here over a closed circuit from NBC's Colonial Theatre in New York, world's first fully equipped studio for compatible color. It was not broadcast.

The press demonstration followed a private showing held yesterday at the annual meeting of the Association of National Advertiser and preceded another for the ANA today.

Attending the showing were representatives of the Chicago an Midwestern press. The performance was viewed over developmental Radio Corporation of America color receivers, which have the same shape and dimensions as standard black-and-white console models.

Compatibility of the system -- that is, its property of being picked up in black-and-white on ordinary sets -- was demonstrated

(more)

through black-and-white receivers placed next to the color sets. The black-and-white images resulting from the colorcast had high-definition quality.

The broadcast demonstrated the fidelity of color rendition which is a feature of the compatible all-electronic system developed by RCA. RCA-NBC, on June 25, filed a petition with the Federal Communications Commission for approval of the compatible color standards used by the RCA color system.

Sylvester L. Weaver, vice chairman of the NBC Board, in charge of TV network programs, and O.B. Hanson, vice president and chief engineer of NBC, were interviewed following the showing and related the network's preparations for colorcasting, and its plans for the future, contingent on FCC approval.

Mr. Weaver emphasized that mass production of color receivers is still some time away, and that until such time, sets from the pilot-production lines will cost between $800 and $1,000. Mr. Weaver urged the public to continue buying black-and-white sets until color receivers are freely available.

Plans as related by Mr. Weaver and Mr. Hanson include the conversion of many of NBC's top shows in a series of "color premieres." These shows would appear in turn before the color cameras at the Colonial Theatre. If the program date falls before FCC approval, the "premiere" will be in the form of a dress rehearsal, with the regular broadcast following in ordinary black and white. Upon FCC approval, the "premieres" will go out over the air in color.

By the end of this year, $25,000,000 will have been invested by RCA in color research and development, and another $15,000,000 will be added to the investment to establish color television as a commercial reality.

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[illegible] black-and-white receivers placed next to the color sets. The [illegible] black-and-white images resulting from the colorcast had high-definition quality.

The broadcast demonstration the fidelity of color transmission is a feature of the compatible all-electronic system developed by RCA-NBC, on June 25, filed a petition with the Federal Communications Commission for approval of the compatible color system used by the RCA color system.

Sylvester L. Weaver, vice chairman of the NBC board, in charge of TV network programs, and C.M. Jansky, vice president and chief engineer of NBC, were interviewed following the showing and outlined the necessary preparations for colorcasting, and the plans for the future, contingent on FCC approval.

[illegible] TV will come soon, and that until such time, note from the pictures that liner will look better than and black. The viewer expects public be continue buying black-and-white sets until color receivers are freely available.

Plans as outlined by Mr. Weaver and Mr. Jansky include the conversion of many of NBC's top shows in a period of color production. These shows would appear in turn before the color cameras as the capital Theatre. If the program does fall before FCC approval, the "rehearsal" will be in the form of a dress rehearsal, with the actors and following in ordinary black and white. Once FCC approval the "premiere" will go out over the air in color.

By the end of this year, [illegible] will have been installed in NYC in color cameras and transmitters, and another [illegible] will be the investment to substitute color broadcasts on a commercial basis.

NBC has established a color producing unit to handle color programs. An order has gone to all producers and directors that all shows be planned with colorcasting in mind, and that shows be prepared to move into the Colonial Theatre when called upon. Another order calls for submission to the color corps of all colors to be used in the painting of basic sets, the color to be passed on by special consultants.

All NBC experimental color broadcasts now originate from the Colonial, which is operating seven days a week. Equipped with four RCA color cameras, special lighting equipment and monitoring and testing facilities, the Colonial has been the training ground for almost a year for color production crews.

It was revealed recently that several sustaining NBC programs had been broadcast in color, without announcement to that effect under temporary experimental authorization of the FCC. The programs were received on ordinary sets in high-quality black and white.

On Aug. 30, NBC presented its first announced color broadcast, the Kukla, Fran and Ollie production of the opera, "St. George and the Dragon," with the NBC Symphony Orchestra, Arthur Fiedler conducting. Dave Garroway of NBC-TV's "Today" acted as commentator.

Among other current NBC color activities is a series of commercial color clinics, during which various advertising agencies ar invited to practice the building of color commercials for the products now advertised over NBC television in black-and-white.

Announced for New Year's Day, and contingent upon FCC approval, is a colorcast of the Tournament of Roses Parade in Pasadena.

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NBC-New York, 9/22/53

NBC TRADE NEWS

September 22, 1953

CHANGE IN SCHEDULING NBC-TV SHOWS MAKES AVAILABLE THE USE OF SAME HOUR (LOCAL TIME) ON EAST AND WEST COASTS

- - -

'Quick Kinescopes' Utilized in Plan to Meet Sponsor Needs

A change in the scheduling of NBC-TV network programs that will permit affiliated stations on the Pacific Coast to carry programs at the corresponding hour in which they are seen in the Eastern Time zone was announced today by George Frey, NBC vice president and director of sales.

The scheduling change, which becomes effective with the switch from Daylight Saving to Standard Time on Sunday, Sept. 27, means simply this:

A show scheduled in New York at 10 p.m. Eastern Time, will be seen on the Pacific Coast at 10 p.m. Pacific Time, instead of at 7 p.m. Pacific Time, as frequently was the case in the past.

The scheduling change, expected to be a boon to both the advertiser and the Pacific Coast viewing public, is made possible by 35-millimeter quick kinescope recording and by distribution of individual delay prints of a program.

By means of the "quick kinescope," the program is recorded on film and then shown to the Pacific Coast after a three-hour delay.

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By means of individual delay prints, a program is shown on the Coast either one, two or three weeks after the original showing in the East.

As far as is known, NBC-TV is the first network to institute such program schedule changes for the Pacific Coast.

"For the past 12 months," Frey said, "NBC has been conducting an extensive research project to determine the most desirable mothod of scheduling network programming on affiliated stations in the Pacific Coast Time Zone. We are convinced that this plan, which schedules programs at the most desirable viewing hours on the Coast, will be of considerable advantage to advertisers and the viewing public."

The only programs which will not conform to the new Pacific Coast scheduling pattern will be those which by nature require simultaneous transcontinental release, Frey said. The quick kinescopes for the West Coast will be made in, and transmitted from, Los Angeles.

The scheduling changes will not apply in the Central and Mountain Time Zones.

In connection with the scheduling changes, Frey announced drastic cuts in the East-West and West-East transcontinental circuit charges. The East-West charge, formerly $1000 per hour, will be $200 per hour, and the West-East charge, formerly $2000 an hour, will be $500 per hour, both effective Sept. 27.

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NBC-New York, 9/22/53

NBC TRADE NEWS

September 22, 1953

MILTON BERLE RETURNS TO TV WITH NEW PROGRAM

- - -

Tallulah Bankhead and Frank Sinatra to Be Guests In Comedy Sketches for Premiere Of 'Buick-Berle Show'

Milton "Mr. Television" Berle returns to the NBC-TV network for the 1953-54 season with a stellar cast and guest list on the premiere program of the BUICK-BERLE SHOW Tuesday, Sept. 29 (8 p.m., EST).

For the first show of the new series, which marks the start of the comedian's sixth season in television, Berle's guest stars will be Tallulah Bankhead and Frank Sinatra, sharing the spotlight in comedy sketches.

Regular cast members, who will appear throughout the season, include diminutive Ruthie Gilbert as Berle's "devoted" secretary Maxine, squeaky-voiced Arnold Stang as Francis, who has a "crush" on Maxine, and Alan Roth and his orchestra. The program will follow the successful musical comedy format established last season, with scripts written by Goodman Ace with Aaron Ruben, Selma Diamond, Jerry Seelen, Jay Burton and Phil Charig.

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The new series, which will be sponsored by the Buick Motor Division of General Motors through the Kudner Agency, Inc., will be presented 26 Tuesdays during the 39-week 1953-54 season. The "Buick-Berle Show" will be telecast on the following Tuesdays: Sept. 29; Oct. 6, 13, 27; Nov. 3, 10, 24; Dec. 1, 8; Jan. 5, 12, 19; Feb. 2, 9, 23; March 2, 9, 23, 30; April 6, 20, 27; May 4, 18, 25, and June 8.

Berle began his TV career June 8, 1948 as emcee for the premiere of "The Texaco Star Theatre." Originally scheduled for only four appearances, his immediate success with the viewing audience resulted in his being made permanent master of ceremonies and star of the show on Sept. 21, 1948.

The top-rated comic was the first big name personality to break into television. At the time many entertainers were uncertain about the new medium but Berle pioneered in the field, developing styles for format and direction which are currently considered basic. Last year, when he announced a change of program format -- "a new Milton Berle" -- he created widespread controversy and discussion in the industry, among the critics and the viewing public. Berle vindicated the change by winning new critical acclaim and the applause of the general public which was reflected in rating surveys.

Berle's broad range of audience appeal -- he is "Uncle Milty" to millions of youngsters as well as being a favorite with their parents -- is the result of a background of 40 years of varied show business experience.

He is a dynamic performer and is not content with just being the "star" of the show. Berle is a perfectionist, and so insists

(more)

on making all phases of the show's production his concern. He engages in directing the sketch and dances, confers with the scriptwriters to whom he often offers suggestions that form the basis for a complete routine, writes special material and lyrics, frequently arranges orchestrations, directs the orchestra during rehearsal, uses stand-ins for himself in the sketches and dances so he can help direct them, makes suggestions regarding the lighting, and controls the entire production until it is molded into the perfect show he seeks.

Berle works hard at his job, starting rehearsals the Thursday preceeding the actual performance. On the day of the show, the entire cast goes on the sets before the cameras for the first time in their rehearsal. Though broadcast time is 8 p.m., EST, the Tuesday rehearsal day starts soon after 7 a.m., EST, with Berle on-stage with the dancers and other cast members.

The energetic entertainer's efforts have paid off with a wide audience acceptance that has kept the series among the most popular of television presentations.

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NBC-New York, 9/22/53 FWK

NBC TRADE NEWS

September 22, 1953

MADCAP CAPERS OF DEAN MARTIN AND JERRY LEWIS
LAUNCH NEW SEASON OF 'COLGATE COMEDY HOUR'

- - -

Oct. 4 Marks Opening Date of Top-Flight Laugh Series;
Durante, Cantor, O'Connor, Abbott and Costello
To Share Series; Other Big Names to Appear

The comedy team of Dean Martin and Jerry Lewis will inaugurate the fourth consecutive season of NBC-TV's COLGATE COMEDY HOUR on Sunday, Oct. 4 (8-9 p.m., EST). The explosive shenanigans of the young duo will set the stage for the Fall debuts of Jimmy Durante, Eddie Cantor, Donald O'Connor, and Bud Abbott and Lou Costello, in that order, on successive Sunday nights.

These seven comedians will appear regularly on the show throughout the season. Durante, who debuts on the series this year, will appear eight times. Abbott and Costello and Eddie Cantor will each do six shows, with Martin and Lewis set to appear five times, and Donald O'Connor scheduled for four productions. This leaves six open dates for the complete season, two of which will be filled by Ethel Merman and Sonja Henie.

(more)

Sam Fuller, executive producer of the series, developed the "Colgate Comedy Hour" policy of surrounding the great names of show-business who star on the show with top personalities and promising newcomers as guests which has caused the series to be called "The Palace of Comedy." For example, Burt Lancaster will appear with Martin and Lewis on the opening show; John Wayne will make his video debut with Jimmy Durante on Oct. 11; and Eddie Cantor will present Jack Benny and Eddie Fisher on his first show of the season, Oct. 18. Frank Sinatra will also guest with Durante on his second appearance of the season.

The "Colgate Comedy Hour" was the first program to introduce the big-name comedians to TV on a regular basis by developing the rotating formats for the stars. It was the first major show to move to the West Coast, and became the first commercial program to be made available across the country via the coaxial cable.

A rundown of the stars and guests who have appeared on this one show reads like a list of "Who's Who in Showbusiness." Bob Hope, Fred Allen, Eddie Cantor, Ray Bolger, and Abbott and Costello all made their TV debuts on the Sunday night series. Martin and Lewis, then a new comedy team, were introduced to the country with a show of their own, and a production was designed to capture the versatile talents of Donald O'Connor.

The "Colgate Comedy Hour" continually spotlights such top-flight guest stars as Janet Leigh, Tony Curtis, Lizbeth Scott, Broderick Crawford, Ann Sheridan, Charles Laughton, Rosemary Clooney, Rise Stevens, Ezio Pinza, and Dinah Shore.

(more)

Ben Gallan, executive producer of the series, decided the "Colgate Comedy Hour" policy of encouraging the great talent of stars-in-the-wings who are on the show with too responsibilities and producing comedy so good it which has caused the series to be called "the Theatre of Comedy." For example, Jack Lemmon will appear with Shirley and Lewis on the opening comedy. John Hayes will make his video debut with Jimmy Durante on 3rd. Lil and Eddie Cantor will present Jack Benny and Eddie Albert on the first show of the season, Oct. 10. Frank Sinatra will also guest with Dorothy on his second appearance of the season.

The "Colgate Comedy Hour" was the first program to introduce the big-name concept on TV on a regular basis by developing the entertaining element for the series. It was the first major show to have as its Five Guests. Ben became the first commercial program to be video VARIETY across the country via the network.

A random of the stars and guests who have appeared on this very popular show is like a list of "Who's Who in Show-business". Bob Hope, Fred Allen, Dinah Shore, Ken Murray and Abbott and Costello had made TV debuts on the Sunday night series. Martin and Lewis, then a new comedy team, were introduced to the viewers with a [illegible] and a production that designed to promote the [illegible] of Howard C'Connor.

The "Colgate Comedy Hour" continuously established a [illegible] Albert great stars as Danny Thomas, Dinah Shore, Jimmy Durante, Bob Hope, Eddie Cantor, Ken Murray, Gordon MacRae, Gordon Jenkins, Jeanette MacDonald, Jane Greer, Dale Evans, and Irene Ryan.

(more)

Bing Crosby, Danny Kaye, and Milton Berle have all appeared as guests on the show.

Last season the show marked its 100th telecast by assembling all seven of the regular comics who take turns on the show for one production. This "million dollar" offering achieved one of the all-time audience records, having more viewers than any single session of the political conventions and considerably more listeners than the second Dempsey-Tunney fight, which had one of the highest all-time radio audiences.

In the 1952-53 season the "Colgate Comedy Hour" played to 99 per cent of the cumulative audience, according to a Nielsen survey. This means that 99 per cent of the nation's TV homes saw at least one "Colgate Comedy Hour."

When Dean Martin and Jerry Lewis take the stage on Oct. 4, the young comedians and the program will be shooting for new audience records and trying to set a new mark for entertainment and laughter.

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NBC-New York, 9/22/53 FWK

CREDITS FOR 'COLGATE COMEDY HOUR'* ON NBC-TV
STARRING DEAN MARTIN AND JERRY LEWIS

PROGRAM:	COLGATE COMEDY HOUR
TIME:	Sunday, 8-9 p.m., EST
FORMAT:	Variety-comedy revue
STARS:	Dean Martin and Jerry Lewis. (Oct. 4 and other dates to be announced).
EXECUTIVE PRODUCER:	Sam Fuller
PRODUCTION SUPERVISOR:	Ed Sobol
BUSINESS MANAGER:	Bob Masson
PRODUCER:	Ernie Glucksman
TV DIRECTOR:	Art Penn
WRITERS:	Ed Simmons Norman Leer Artie Phillips Rocky Kalish Danny Arnold
CASTING:	Howard Ross
MUSIC DIRECTOR:	Dick Stabile
SCENIC DESIGNER:	Furth Ullman
COSTUMES:	Kate Drain Lawson
LIGHTING:	Al Scarlett
ORIGINATION:	Hollywood, Calif.
SPONSOR:	Colgate-Palmolive-Peet Co.

*Credit sheets on other 'Comedy Hour' stars will follow soon.

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NBC-New York, 9/22/53 FWK

NBC TRADE NEWS

September 22, 1953

'BREAK THE BANK' BECOMES MONDAY-THROUGH-FRIDAY DAYTIME FEATURE ON NBC RADIO NETWORK SEPT. 28

BREAK THE BANK, the audience participation program which started as a radio series in 1946 and over the years developed into one of the most popular quiz shows on radio and television will be heard on the NBC radio network beginning Sept. 28 (10:45 to 11 a.m., EST, Monday-through-Friday).

Bud Collyer, personable and quick-thinking emcee, will be quizmaster with Janice Gilbert as hostess and "paying teller."

Miles Laboratories, Inc., will sponsor the 15-minute strip over a 52-week period. The contract was signed through the Geoffrey Wade Agency.

After its launching as a radio series on July 5, 1946, the novel quiz program grew rapidly in popularity. In October, 1948, it became a simulcast, being aired over both radio and TV simultaneously.

Cash prizes won on the program by various contestants total more than $2,000,000. In 1951, a crippled Korean war veteran won

(more)

$11,840 on "Break the Bank." At that time it was the largest cash prize ever awarded in such a contest.

Collyer has been identified with the program since its inception. First he was an assistant emcee and, when the program was split into separate radio and TV series, he took over as emcee of the morning radio program. A veteran of more than 20 eventful years in show business, Collyer is primed for the fast-running and spontaneous commentary that sparks the audience-participation show.

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NBC-New York, 9/22/53 FWK

NBC TRADE NEWS

September 22, 1953

'ALEX DREIER, MAN ON THE GO' IS ONE NEWSMAN IN 'ON THE KNOW'

A newsman who has won a wide reputation for his ability to "call his shots" by basing forecasts upon an extensive knowledge of the background to events, is on the air with a new sponsor.

Name of the newscaster: Alex Dreier; his program: ALEX DREIER, MAN ON THE GO; his sponsor: International Harvester Company.

The 15-minute commentary is heard on the NBC radio network, except WNBC, Monday through Friday, 7-7:15 p.m., EST, and includes news, background stories and special features.

Dreier forecast the fall of the French Government in World War II, the British Royal Air Force defeat of the Luftwaffe, and the rout of the German General Erwin Rommel in Africa.

"Alex Dreier, Man on the Go" went on the air with its new sponsor on Sept. 7.

The agency is Young and Rubicam.

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NBC-New York, FWK

CREDITS FOR 'ALEX DREIER, MAN ON THE GO' ON NBC RADIO

PROGRAM:	ALEX DREIER, MAN ON THE GO
STARTING DATE:	Sept. 7, 1953
TIME:	NBC, Mondays through Fridays, NBC radio network except WNBC, 7-7:15 p.m., EST
FORMAT:	News, commentary and features.
STAR:	Alex Dreier
WRITERS:	Alex Dreier and Johnston Snipes
DIRECTOR:	Assigned from staff
ORIGINATION:	Chicago, Ill.
SPONSOR:	International Harvester Company
AGENCY:	Young and Rubicam Inc.

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NBC-New York, 9/22/53 FWK

NBC TRADE NEWS

September 22, 1953

'LAST MAN OUT,' TRUE-TO-FACT DRAMATIZATIONS
OF COMMUNISTS WHO BROKE WITH PARTY,
TO START OCT. 4 ON NBC RADIO
- - -
Subjects of Case Histories to Appear on Programs

A new weekly radio program underscoring the terrors of Communism and pointing out avenues of escape to party members -- those who would like to "cross over" but live in fear of the consequences -- will start on NBC Sunday, Oct. 4 (10-10:25 p.m., EST).

The true-to-fact series is titled LAST MAN OUT, the title referring to "the most important man in America today" -- the "last man" out of the Communist Party.

Richard English, well-known magazine writer, will be the producer and the narrator. Richard George Pedicini will be the script-writer, and Harry Bubeck the supervisor.

Each broadcast will dramatize the case history of a leading Communist who has broken affiliation with the party and has returned to the American way of life. At the close of the dramatization, English will introduce the subject in person. In all cases, these subjects will be ex-Communists who were in the hierarchy of the Party.

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Subject of the first broadcast, Oct. 4, will be Paul Crouch, who was organizer of the Communist Party in Hawaii, a member of the National Committee of the Young Communists League, organizer of the infiltration group of the U.S. ROTC and National Guard units in 1928, an honorary commander in the Red Army, organizer of the Communist Party in the Southern states, strike organizer, and district organizer for the Communist Party in Alameda County, Calif.

Crouch will tell in his own words the reasons he joined the party and why he left finally to assist the U.S. government.

Explaining the aims of the series, English says: "There is no pat answer as to what makes a Communist. Different backgrounds, different forces take men into the party. They leave the party for different reasons also. What is important is to understand and, where possible, to channel the forces that brought these men out. That's what this show is for.

"In 'Last Man Out' you'll be exposed to each phase of Communism -- and there are many. But you'll only be exposed in the terms of understanding the enemy; in terms of men and women rather than in terms of anger and propaganda. For Communism is a malignancy and must be dealt with as such. You don't cure cancer by hating it. You must understand it. Then you apply what measures are needed. And this show is dedicated to getting the last man out. By understanding Communism a little better we will defeat it a little faster."

It is English's view that it is hard for people when they first leave the Communist Party. "They don't have any place to go,"

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he says. "The longer they have been in, the longer they have been sealed off -- the harder it is coming back into a free world.

"In helping these 'subjects' tell their stories of what took them into the party and what took them out," English says, "the public will be informed. "By helping these people where I can, I hope we will encourage still more to take that last step out, bringing with them the intelligence and understanding we must have to win this battle."

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NBC-New York, 9/22/53

CRED TS FOR 'LAST MAN OUT' SERIES ON NBC RADIO

PROGRAM:	"LAST MAN OUT"
PREMIERE:	NBC radio, Sunday, Oct. 4 (10-10:25 p.m., EST). Weekly thereafter.
DESCRIPTION:	Dramatic series underscoring the terrors of Communism and pointing out avenues of escape to Party members who would like to "cross over" but live in fear of the consequences. Each broadcast will dramatize the case history of a leading Communist who has broken affiliation with the Party and has returned to the American way of life. At the close of the dramatization, the subject will speak in person.
OCT. 4 BROADCAST:	Subject: Paul Crouch, who was organizer of the Communist Party in Hawaii, member of the National Committee of the Young Communists League. Following the dramatization by a cast of Hollywood actors, Crouch will tell in his own words the reasons he joined the Party and why he left finally to assist the U.S. government.
NARRATOR:	Richard English
PRODUCER:	Richard English
SUPERVISOR:	Harry Bubeck
SCRIPTWRITER:	Richard George Pedicini
POINT OF ORIGIN:	Hollywood

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NBC-New York, 9/22/53

GERALD GREEN, MANAGING EDITOR OF 'TODAY' WRITES HISTORICAL NOVEL ABOUT PERU

"After a day of sweating out secret films of Malenkov, movie stars who hate to get up in the morning, and mobile units from the Fulton Fish Market, it's a pleasure at night to contemplate the ceremonial cannibalism of the Toradja hill dwellers of Indonesia."

So says Gerald Green, managing editor of Dave Garroway's morning television program, "Today," whose newest book, "The Sword and the Sun," will be published Sept. 28 by Scribners. An historical novel about Peru, "The Sword and the Sun" is a definitive account of what happened in Peru after the conquest of the Incas.

Green's previous book, "His Majesty O'Keefe," was sold to Hollywood and will be released by Warner Brothers in February, 1954. Green is now working on a third book, tentatively titled, "The Captives of Donggala," set in the Celebes.

Before joining NBC in 1950, he was night editor of International News Service in New York. Born in Brooklyn, he now lives with his wife and daughter in Fresh Meadows, Long Island, N.Y.

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NBC-New York, 9/22/53

NBC TRADE NEWS

September 23, 1953

NATION TO SEE PROGRESS IN HEART DISEASE RESEARCH VIA NBC AS NEW 'MARCH OF MEDICINE' TELEVISION SERIES OPENS

FOR RELEASE FRIDAY, A.M., SEPT. 25, 1953

A new NBC Fall series of MARCH OF MEDICINE television programs on selected dates with the first to be telecast on Thursday, Oct. 8 (10-10:30 p.m., EST), was announced today.

The "March of Medicine" programs were inaugurated at the Annual Meeting of the AMA in Chicago in June of 1952, where for the first time a nationwide television audience saw the actual live scenes of a patient undergoing surgery in a Chicago hospital.

The second "March of Medicine" telecast from Denver during the annual winter Clinical Meeting of the AMA last December showed scenes in a delivery room where a baby had been delivered by Caesarean section. The third "March of Medicine" telecast came from the AMA meeting in New York last June and featured the appearance of Rodney Dee Brodie who survived the medical history-making Siamese twin operation.

The new series will feature one telecast a month in October, November, and December. They are sponsored by Smith, Kline & French Laboratories, Philadelphia pharmaceutical firm which has pioneered in the use of television both in color and black and white as a medium of medical teaching and reporting the progress of medicine to the American public.

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These new programs will be telecast from the country's leading medical schools and hospitals, and are designed to give the American public a better insight into some of the country's major health problems, and to reflect the extent of research which is being carried out by the medical profession. The new series, as have all the "March of Medicine" programs, will be carried over 69 stations of the NBC-TV network, and in addition, over 3 Canadian television stations.

The first telecast will be a report on heart disease -- "the nation's number one health problem."

The Oct. 8 telecast will replace the United States Tobacco Company's "Martin Kane." The tobacco company is also relinquishing its time for the other "March of Medicine" programs in the series, in the interest of public service.

The second of the new "March of Medicine" telecasts on Nov. 5 will be devoted to cancer research. It is intended to give the television audience a report of the extent of research being carried out in various parts of the country on the nation's second most serious health problem.

The third program will report on the highlights of the annual clinical meeting of the AMA in St. Louis on the night of Dec. 3.

In connection with the announcement of the new series, Dr. Edward J. McCormick, president of the American Medical Association, said: "The American Medical Association is pleased to cooperate in this new series of "March of Medicine" telecasts to the public.

"Such telecasts, when properly planned and ethically presented, provide an excellent public service in that they help in the

(more)

3 - 'March of Medicine'

AMA's overall policy of keeping the public informed of progress in medicine in a country which leads the world in the health of its people."

Francis Boyer, president of SKF, said: "The advance of American medicine is accelerating every day, and we believe that the work of the American physician should be presented for all to see. It is our privilege now to launch with the American Medical Association a new Fall series of the 'March of Medicine,' and to report the story of modern medicine in the vivid reality made possible by television."

The decision to continue the "March of Medicine" programs on a more regular basis was made following surveys which showed that both the lay public and the medical profession were overwhelmingly in favor of such telecasts. Since the "March of Medicine" program last June, SKF's crew of scriptwriters and NBC producers and directors have traveled more than 15,000 miles throughout the country visiting medical research centers and interviewing doctors in connection with their appearances on the programs.

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NBC-New York, 9/23/53

NBC SPOT SALES

News

September 23, 1953

ELECTRONIC SPOT BUYING, A NEW SALES TECHNIQUE DEVELOPED BY NBC SPOT SALES, IS UNVEILED SIMULTANEOUSLY IN NEW YORK, CHICAGO AND LOS ANGELES

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Electronic Spot Buying, a revolutionary sales technique developed by NBC Spot Sales, was introduced today simultaneously in New York, Chicago and Los Angeles, where a total of 300 top advertising executives gathered in NBC Spot Sales offices to watch the first demonstration of the new technique.

The new sales concept provides "live" presentations of programs in distant cities by means of a closed television circuit. By pre-arrangement it enables a time buyer in New York to see a local cooking show in Los Angeles. By the same token, a time buyer in Chicago can watch a local New York show he is considering for sponsorship by his client. Electronic Spot Buying service is available to all stations represented by NBC Spot Sales.

The demonstration of Electronic Spot Buying was made during a 30-minute special closed circuit program which originated in five

(more)

cities: New York, Philadelphia, Washington, Chicago and Hollywood. Each of the stations contributed a five-minute version of one of its outstanding local programs, with Steve Allen in New York acting as emcee.

Charles R. Denny, vice president of NBC's Owned and Operated Stations Division, welcomed the group in New York and said: "Electronic Spot Buying service will be put into regular use next week. In the next two weeks NBC Spot Sales has scheduled three sessions for agency time buyers and more are anticipated.

"In offering this new service, available only through NBC Spot Sales," Denny said, "the advertising agency man and the client can view in New York any local program in any of the cities represented by our organization."

Thomas B. McFadden, director of NBC Spot Sales, said: "This new sales dimension goes a long way in eliminating blind spot buying. This complements the established services offered by NBC Spot Sales such as supplying market facts, ratings, cost-per-thousands and promotional material."

Electronic Spot Buying can be personalized to the degree that agency executives in New York, Chicago or Los Angeles, through closed circuit, can meet not only the people in other cities who are featured on the programs they buy but those behind the scenes as well. Also, if the client is interested in station facilities, they can be shown to him through the closed circuit method used by Electronic Spot Buying.

(more)

3 - Electronic Spot Buying

"This is the best way for an advertising agency or client to get the exact picture of what he is buying with his advertising budget," McFadden said. "And the sales method brings a freshness to selling, because programs in distant cities can put on a special show, for the client in New York showing how this commercial message will be handled -- how the talent will sell his product in that particular market. This is a great improvement over selling with kinescopes and films," McFadden stated.

NBC Spot Sales unveiled its new sales room in New York, which is an "electronic wonder." The room is equipped to present Electronic Spot Buying. It has a 27-inch RCA Victor television receiver for on-the-air or closed circuit pickups, a radio monitor and receiver system, a projection room for the presentation of kinescope or television film, transcription equipment, and has facilities for direct communication to all NBC Spot Sales-represented stations. The reception room and foyer of NBC Spot Sales office on the third floor of 30 Rockefeller Plaza has been designed to merchandise the programs, which are the properties of the 18 stations represented by NBC Spot Sales. Along the walls of the reception hall are 17 mock television screens which merchandise shows and talent on the represented stations. Each station has its own screen, and the subject matter in the form of pictures will be changed from time to time so that in the course of months every program on every station will be highlighted.

Each NBC Spot Sales station sent gifts, symbolic of the station's market, to guests at the party. Among the typical gifts

(more)

were: an orchid lei from KGU and KONA; three golf balls from WRC and WNBW, Washington, D.C.; a meat cleaver from WMAQ and WNBQ, Chicago; baked beans from WBZ-TV, Boston, Mass; a leather wallet from KSD and KSD-TV, St. Louis, Mo.; a shaving kit from WPTZ, Philadelphia; a string of Christmas tree lights from WRGB, Schenectady; two baseballs signed by members of the Yankees and Dodgers teams from WNBC and WNBT, New York; an ashtray from WTAM and WNBK, Cleveland; and citrus fruit from KNBH, Hollywood.

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NBC-New York, 9/23/53

NBC TRADE NEWS

September 23, 1953

YANKEE AND DODGER PLAYERS TO TELL HIGHLIGHTS OF SERIES CONTESTS DAILY IN PRE-GAME PROGRAMS ON NBC-TV, WITH FRANK FRISCH SERVING AS HOST

FOR RELEASE MONDAY, SEPT. 28

For the first time in World Series history, participating ballplayers will appear on television immediately before each game to give the fans the inside story on outstanding plays of the previous day, as seen from the diamond itself.

The Gillette Safety Razor Company, sponsoring coverage of the annual baseball classic on NBC-TV for the seventh consecutive year, also will sponsor a 15-minute pre-game program on which Frank Frisch, ex-major league player and manager, will serve as host.

This second straight meeting of the New York Yankees and Brooklyn Dodgers will start at Yankee Stadium on Wednesday, Sept. 30. The Frisch program is scheduled for 12:45 p.m., EST, on weekdays, and 1:45 p.m. on Sunday. Game time is 1:05 p.m., EST on weekdays and 2:05 p.m., EST on Sunday, if the Series goes beyond four games.

Frisch will interview both Yankees and Dodger players who, before taking their positions on the field, will explain to televiewers how the game-winning catch was made the day before, or what sort of pitch was powdered for the winning run. Baseball Commissioner Ford

(more)

Frick will appear as guest on the opening program. Casey Stengel and Chuck Dressen, managers of the Yanks and Dodgers, respectively, also are scheduled to appear during the Series.

Frisch, who in college days earned the nickname of the "Fordham Flash," was a brilliant major league performer. In 1919 he joined John McGraw's New York Giants without minor league experience and became one of the most spectacular players of that era. When his playing days were over he had a lifetime batting average of .318.

Even more significant was his hitting during the four successive World Series in which the Giants appeared from 1921 to 1924. In those four classics Frisch hit .300, .471, .400 and .333 to earn the distinction of being one of the greatest "money players" the game has known.

When he fell out with McGraw, the fiery second baseman went to St. Louis, where he eventually became manager. Frisch led the famous Gas House Gang to a pennant and World Series championship in 1934 and kept the Cards in the first division three out of the next five years. Since then he has managed Pittsburgh Pirates and the Chicago Cubs.

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NBC-New York, 9/23/53

NBC TRADE NEWS

September 23, 1953

ADVENTURE DRAMA, 'TANGIER LADY,' STARS PATRICIA MEDINA AND SCOTT BRADY ON 'FORD THEATRE' FALL PREMIERE

Patricia Medina will portray a money-seeking European adventuress in North Africa whose plans are diverted by a romance with co-star Scott Brady in "Tangier Lady," premiere play of the new season on FORD THEATRE, Thursdays, Oct. 1 (9:30 p.m., EST) on NBC-TV.

Marika Tossek, the beautiful adventuress has romantic ideas about handsome Rocky Gallico (Brady) -- ideas which her wealthy suitor, Ali Sayyed (Ben Astar) is determined to thwart. In addition to Ali's hired gunmen bent on the destruction of Gallico, Marika's romance runs into further difficulty when a lovely lady named Lillie (Virginia Grey) gets her eye on Rocky. Before the romance becomes completely stalled, Marika, Rocky, Lillie and the jealous Ali indulge in some wild and woolly escapades.

"Tangier Lady" was directed by Ted Post from a screen play by Karen DeWolf. The original story was written by Sol Shor and Jack Harvey. Irving Starr is the producer.

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FWK

NBC TRADE NEWS

September 23, 1953

'WALK A MILE,' QUIZ SHOW WITH BILL CULLEN AS EMCEE, RETURNS TO NBC RADIO NETWORK WEDNESDAY, OCT. 7

WALK A MILE, popular comedy-quiz program featuring Bill Cullen as master of ceremonies, will return to NBC radio beginning Wednesday, Oct. 7, (8-8:30 p.m., EST).

The program, which was heard over NBC at the same time last season, again will be sponsored by the R.J. Reynolds Tobacco Company for Camel Cigarettes. William Esty is the agency.

Contestants are chosen from the studio audience, and are asked four questions, each one representing a quarter-of-a-mile advance in the quiz if answered correctly. If the contestant "walks" the full mile, he wins $250. A jackpot question at the end pays $500. If the jackpot question is unanswered, the $500 is added to the next week's total jackpot.

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NBC-New York, FWK

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

CREDITS FOR 'WALK A MILE' ON NBC RADIO

PROGRAM:	WALK A MILE
RETURN DATE:	Wednesday, October 7, 1953
TIME:	NBC radio, Wednesdays, 8-8:30 p.m., EST
FORMAT:	Comedy quiz -- Each contestant is asked four questions, and each question answered correctly advances the contestant a "quarter-of-a-mile" towards jackpot.
EMCEE:	Bill Cullen
ANNOUNCERS:	Joe King and Joe Ripley
DIRECTOR:	Merton Koplin
MUSIC DIRECTOR:	Ben Ludlow
SPONSOR:	R.J. Reynolds Tobacco Company for Camel Cigarettes
AGENCY:	William Esty Company
ORIGINAL STARTING DATE:	October 8, 1952

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NBC-New York, 9/23/53 FWK

MARK A. MILT

October 6, 1993

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CREDITS FOR 'HALLMARK HALL OF FAME' ON NBC-TV

TITLE:	"Hallmark Hall of Fame"
RETURN DATE:	Sunday, Sept. 27, 1953
TIME:	Sunday, 5-6 p.m., EST.
FORMAT:	The first 60-minute network drama series to be telecast "live" from the West Coast. Sarah Churchill is narrator-hostess and occasional star of the dramatizations, which are largely based on the biographies of outstanding personalities or the chief works of classic and modern writers. Albert McCleery employs, in the main, the arena style or theatre-in-the-round technique he first introduced to TV via "Cameo Theatre."
CAST:	Cast varies weekly.
PRODUCER-DIRECTOR:	Albert McCleery
WRITERS:	Various
STORY EDITOR:	Ethel Frank
SCENIC CONSULTANT:	Spencer Davies
COSTUMES:	Grady Hunt
MUSIC DIRECTOR:	Jules Seidman
ANNOUNCER:	Frank Goss
SPONSOR:	Hallmark Cards
AGENCY:	Foote, Cone & Belding
ORIGINATION:	Hollywood.

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NBC-New York, 9/23/53 FWK

September 23, 1953

'JASON AND THE GOLDEN FLEECE,' STARRING MacDONALD CAREY, STARTS NEW SEASON ON NBC RADIO NETWORK OCT. 5

JASON AND THE GOLDEN FLEECE, starring MacDonald Carey, will return to NBC on Monday, Oct. 5 at 10:30 p.m., EST, following a Summer hiatus.

The adventure series with a New Orleans setting concerns a young man named Jason (Carey) who owns a ship named the Golden Fleece.

He uses as headquarters for chartering his ship a bar which he owns in the French Quarter of New Orleans. In this quiet refuge it is possible for people to hear Chopin and Schubert played on the concertina, in contrast to the blare of jazz heard in other New Orleans bistros. To this place come the people who, for one reason or another, wish to hire the Golden Fleece and its captain, Jason. Jason's friend and confidante in all his adventures is Louis Dumont, played by Bill Conrad.

"Jason and the Golden Fleece" is written by Herb Ellis and Cleve Hermann and directed by Art Jacobson. Frank Worth is the musical director.

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FWK

CREDITS FOR 'JASON AND THE GOLDEN FLEECE' ON NBC RADIO

PROGRAM:	JASON AND THE GOLDEN FLEECE
TIME:	Mondays, 10:30 p.m., EST
STARTING DATE:	Oct. 5, 1953
FORMAT:	Adventure series
STAR:	MacDonald Carey as Jason
CAST:	Bill Conrad and Louis Dumont
DIRECTOR:	Art Jacobson
WRITERS:	Herb Ellis and Cleve Hermann
MUSICAL DIRECTOR:	Frank Worth
SOUND:	Wayne Kenworthy and Bud Tollefson
ENGINEER:	Raoul Murphy
ORIGINATION:	Hollywood, Cal.
ORIGINAL STARTING DATE:	Oct. 29, 1952

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NBC-New York, 9/23/53

CREDITS FOR 'BREAK THE BANK' ON NBC RADIO

PROGRAM:	BREAK THE BANK
TIME:	Mondays through Fridays, 10:45-11 a.m., EST. Starting Monday, Sept. 28, 1953.
FORMAT:	Quiz program with participants selected from the audience. Cash prizes are awarded contestants guessing in categories which they select.
M.C.:	Bud Collyer
HOSTESS-PAYING TELLER:	Janice Gilbert
SUPERVISING PRODUCER:	Ed Wolf
PRODUCER:	Herb Wolf
DIRECTOR:	Jack Rubin
SPONSOR:	Miles Laboratories, Inc.
AGENCY:	Geoffrey Wade
ORIGINATION:	NBC Studios, Radio City, N.Y.

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NBC-New York, 9/23/53 FWK

NBC TRADE NEWS

September 23, 1953

'GI JOE,' DOCUMENTARY-ADVENTURE SERIES,
RETURNS TO NBC RADIO NETWORK SEPT. 29

GI JOE, the documentary-adventure series featuring stories of men in the armed forces serving around the world will return to the NBC radio network Tuesday, Sept. 29 (10-10:30 p.m., EST). The program will be heard thereafter, beginning Tuesday, Oct. 6, from 10:35 to 11 p.m., EST.

In "A Whale of a Time," the first story of the returning series, the GIs in Korea are hard-pressed for cash. Nowhere are they able to promote a borrowing friendship. Even Ready Money Reilly is broke which signifies that the depression has reached disaster proportions.

With dates for a dance staring them in the face the broke GIs experience a momentary joy when one of their numbers receives a substantial check from home. But Ready Money Reilly and love combine to rob them of their joy and riches.

Lawson Zerbe and Jack Arthur are featured in the series which comes from the pages of the fiction periodical of the same name.

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FWK

CREDITS FOR 'GI JOE' ON NBC RADIO

PROGRAM:	GI JOE
TIME:	NBC radio, Tuesday, 10-10:30 p.m., EST, Sept. 29 only; Tuesdays, 10:35 to 11 p.m., EST, thereafter.
FORMAT:	Documentary-adventure series of men in the armed forces serving around the world.
STARS:	Lawson Zerbe and Jack Arthur
WRITER:	Frank Wilson
PRODUCER:	Ted Lloyd
DIRECTOR:	Roger Bower
ORIGINATION:	New York

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NBC-New York, 9/23/53 FWK

'WHO'S WHO AT NBC RADIO' DISTRIBUTED BY NETWORK; CONTAINS TEXT AND PICTURES OF EXECUTIVE STAFF

A "Who's Who at NBC Radio," which was distributed to the NBC radio network affiliates at their meeting in Chicago Thursday, Sept. 17, will be kept up to date with periodic supplements as a regular service to NBC stations, it was announced today by Ridgway Hughes, director of advertising and promotion for the NBC radio network.

The book, compiled by the Advertising and Promotion Department of the radio network, was designed to acquaint personnel of affiliated stations with the key people responsible for various NBC radio network activities.

It contains brief biographies and a photograph of 22 network executives, a single page being devoted to each. It is bound in gold embossed red leather.

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CORRECTION, PLEASE!

The DIAL DAVE GARROWAY show is broadcast Mondays through Fridays on NBC radio, 2:30-2:45 p.m., EST (not 2:15-2:30 p.m., EST., as incorrectly stated in credit sheet released Sept. 21).

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NBC-New York, 9/23/53

NBC TRADE NEWS

September 24, 1953

FORMER PRESIDENT HERBERT HOOVER TO APPEAR ON 'EXCURSION,'
FORD FOUNDATION YOUNG PEOPLE'S SERIES ON NBC-TV

The Ford Foundation today made the following announcement:

Arrangements have been concluded for the appearance of former President Herbert Hoover on EXCURSION, the Ford Foundation's TV-Radio Workshop television program for young people.

Mr. Hoover's appearance, which is scheduled for the program of October 18, will fulfill the plan of the workshop to present messages on the future for young people and their country from the two living ex-Presidents of the United States. Harry S. Truman appeared last week on the second of the 26-week series which is being carried on the NBC-TV network, Sunday afternoons from 3:30 to 4:00 p.m., EST.

In announcing the completion of arrangements for Mr. Hoover's appearance, Robert Saudek, director of the TV-Radio Workshop stated: "Mr. Hoover will discuss the character of our government and the opportunities which will be inherited by the coming generation. As the leader of a continuing effort to improve the processes of government for constructive action he is uniquely qualified to bring to young people a picture of their relationship to our democratic institutions."

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"Excursion" is produced primarily for girls and boys between the ages of 8 and 16 years. In addition to the two former Presidents of the United States, other outstanding Americans who have made significant contributions in the fields of science, literature, sports, history, the arts and other fields will appear during the series.

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NBC-New York, 9/24/53

NBC TRADE NEWS

September 24, 1953

'FIBBER McGEE AND MOLLY' HAS FIRST FORMAT CHANGE IN 18 YEARS;
SHOW WILL BE HEARD 15 MINUTES, MONDAYS THROUGH FRIDAYS

- - -

All Familiar Hands on Deck in Switch From One Half-Hour Each Week; Stars to Explain Move on Oct. 5 Opening

FIBBER McGEE AND MOLLY, NBC's ever-popular radio series starring Marian and Jim Jordan will inaugurate a new five-a-week series of 15-minute broadcasts when they return to the NBC radio network Monday, Oct. 5 (10:00-10:15 p.m., EST).

This will be the first time since the program's inauguration in 1935 that the once-a-week half-hour format has been altered in any way.

The basic idea of the domestic situation comedy will remain the same, with the antics of the lovable couple who live at 79 Wistful Vista providing the springboard for each program's story. Generally the hub for all activity is Fibber, whose tendency to exaggerate inevitably involves his patient and understanding wife in a series of retrieving actions. Fortunately for Fibber, Molly is always on his side.

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In order that the cast of "Fibber McGee and Molly" may give more relaxed and personal performances, no studio audience will be allowed during the nightly broadcasts.

For the first time since the show started on April 16, 1935, the Jordans will step out of character during the Oct. 5 broadcast to explain to the listeners why they have decided to air their programs nightly instead of continuing the weekly half-hour format of previous years.

Regular featured members of the "Fibber McGee and Molly" cast include Bill Thompson as the Old Timer and Wallace Wimple, who joined the show in January, 1936, and Arthur Q. Bryan as Doc Gamble.

The "Fibber McGee and Molly" show is produced and directed by Max Hutto and written by Phil Leslie. The series will originate from the NBC studios in Hollywood, Calif.

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NBC-New York, 9/24/53 FWK

CREDITS FOR 'FIBBER McGEE AND MOLLY' ON NBC RADIO

PROGRAM:	FIBBER McGEE AND MOLLY
TIME:	Monday through Friday, 10:00-10:15 p.m., EST
STARTING DATE:	Monday, Oct. 5, 1953
STARS:	Marian and Jim Jordan as Molly and Fibber McGee.
PRODUCER-DIRECTOR:	Max Hutto
WRITER:	Phil Leslie
ORIGINATION:	NBC Studios, Hollywood, Calif.
ORIGINAL STARTING DATE:	April 16, 1935

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NBC-New York, 9/24/53 FWK

NBC TRADE NEWS

September 24, 1953

YOUNG AMERICA GETS VERY CHEWSY AGAIN AS 50,000,000 NBC BUBBLE GUM PICTURE CARDS ARE MADE AVAILABLE

If 50,000,000 Frenchmen can't be wrong, then certainly neithe can millions of American youngsters trading, bartering, buying and selling 50,000,000 NBC Bubble Gum Picture Cards.

That's the thought in hamlet, village, town and city across the country this week as circulation of these full-color "trading cards" of NBC-TV and radio stars soars into the millions.

The faces of 100 top NBC celebrities -- Bob Hope, Dinah Shore Fred Allen, Groucho Marx, Sid Caesar, Imogene Coca, Loretta Young, Kate Smith, Eddie Fisher and many others -- appear on these cards, five of which are included in each package of bubble gum distributed by Bowman Gum Division of the Haelan Laboratories, Inc., of Philadelphia.

The promotion was conceived last year by Ted Cott, now operai ing vice president of the NBC Radio Network. With the "trading cards" distributed in five markets the first year, the project was a whopping success: Within eight days, 2,000,000 packages of gum containing 10,000,000 cards were sold out.

So successful was this initial promotion that it has been greatly expanded. This year, NBC Bubble Gum Picture Cards are being

(more)

distributed on a national basis, with a total circulation of more than 50,000,000 cards expected.

As far as is known, this is the first time stars of a single network have been featured in a promotion of this kind.

Co-operating with the Bowman Gum Division, NBC is devoting 10 and 20-second spot announcements on WNBC and WNBT in New York, and the NBC owned-and-operated radio and television stations in Washington, Chicago and Cleveland to promotion of the NBC Bubble Gum Picture Cards.

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NBC-New York, 9/24/53

NBC TRADE NEWS

September 24, 1953

'STROKE OF FATE,' NEW RADIO SERIES DRAMATIZING POSSIBLE REVERSALS OF HISTORIC EVENTS, TO START OCT. 4

- - -

First Play Is Based on Question of Developments If Robert E. Lee Had Accepted Lincoln's Offer

History will be rewritten in a new weekly radio dramatic series, STROKE OF FATE, which will have its premiere on NBC Sunday, Oct. 4 (9-9:25 p.m., EST).

The first broadcast will show what might have happened if Robert E. Lee, one of the noblest and most talented military leaders in the country's history, had accepted President Lincoln's offer to command the Union Army. Walter Kiernan will be narrator for this broadcast, and Allan Nevins, Columbia University professor of history and two-time winner of the Pulitzer Prize, will be commentator.

The new series is based on the premise that the fate of a nation, of the world, has often hung upon an accident or upon a decision that, made the other way, would have completely altered the course of human events.

Each "Stroke of Fate" broadcast will be based on historic possibility. The series will be written by Mort Lewis in consultation

(more)

with such noted historians as Nevins and Stefan Lorant, biographer of Lincoln and author of "The Presidency" and other volumes. One of a noted group of historians, including Nevins and Lorant, will comment at the close of each of the dramatizations.

The question for Oct. 4: What might have happened if Robert E. Lee had remained with the Union rather than with his native state of Virginia? In actual fact, on April 18, 1861, following the surrender of Fort Sumter, the command of the Union forces in the field was offered to the former superintendent at West Point, Robert E. Lee, at that time colonel in the United States Army.

Several months before, in January, 1861, Lee had written: "I can anticipate no greater calamity for the country than a dissolution of the Union. It would be an accumulation of the evils we complain of, and I am willing to sacrifice everything but honor for its preservation."

But Lee refused the command of the Federal forces in the field because he believed his honor was involved when his native state of Virginia joined the secession.

The second broadcast, Oct. 11, will dramatize what might have happened had one of Essex's plots against Queen Elizabeth succeeded. Stefan Lorant will be commentator.

The third broadcast, Oct. 18, will show what might have happened had Alexander Hamilton killed Aaron Burr in their duel, rather than the other way round. Lorant will be commentator.

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Each, with juicy historicity or flavor and lasting interest, bidgraphies of Lincoln and author of "The Presidency" and other volumes. One of a model group of biographers, including Irving and Longest, will comment at the close of each of the dramatizations.

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The third broadcast, Oct. 18, will show what might have happened had Alexander Hamilton killed Aaron Burr in their duel, rather than the other way round. Lorant will be commentator.

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3 - 'Stroke of Fate'

Other dramatizations in this series will show what might have happened if Congress had not ratified the Louisiana Purchase, if Montcalm had won at Quebec and Canada had gone to the French, if Hitler had been killed in a Munich beer hall.

Mort Lewis and Lester Lewis will produce the series. Fred Weihe will be the director. The series will originate in NBC's Radio City Studios in New York.

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NBC-New York, 9/25/53 FWK

Minor dramatizations in this series will show what might have happened if Cornwallis had not satisfied the Louisiana Purchase, if Montcalm had won at Quebec and Canada had gone to the French, if Hitler had been killed in a Munich beer hall.

Mort Lewis and Lester Lewis will produce the series. Fred Allen will be the director. The series will originate in NBC's Radio City studios in New York.

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NBC-New York, 9/27/53 WWW

CREDITS FOR 'STROKE OF FATE' ON NBC RADIO

PROGRAM:	STROKE OF FATE
PREMIERE:	NBC radio network, Sunday, Oct. 4 (9:00-9:25 p.m., EST). Weekly thereafter.
DESCRIPTION:	A dramatic series rewriting history, with each broadcast based on historic possibility. The premise of the series is that the fate of a nation, of the world, has often hung upon an accident or upon a decision that,made the other way, would have completely altered the course of human events. ("If Columbus had not discovered America ----." "If George Washington had been killed by one of the four bullets that pierced his clothes during Braddock's defeat ----." "If Hitler had decided not to turn East against Russia ----.") With weekly commentary by a noted historian.
OCT. 4 BROADCAST:	"If Robert E. Lee had accepted Lincoln's offer to command the Union Army." With Walter Kiernan as narrator, and Allan Nevins, Columbia University professor of history and twice Pulitzer Prize winner, as commentator.
SCRIPTWRITER:	Mort Lewis in consultation with such noted historians as Allan Nevins and Stefan Lorant, biographer of Lincoln, author of "The Presidency" and other volumes.
COMMENTATOR:	One of a group of noted historians, including Nevins and Lorant, will comment at the close of each of the dramatizations.
PRODUCERS:	Mort and Lester Lewis
DIRECTOR:	Fred Weihe
POINT OF ORIGIN:	New York

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NBC-New York, 9/24/53 FWK

NBC O & O STATIONS DIVISION

News

NBC'S OWNED AND OPERATED STATIONS START COORDINATED PROGRAMMING

The coordinated programming plan of NBC's Owned and Operated Stations got under way this week when "Jinx Falkenburg's Diary" was fed by coaxial cable from WNBT, New York, to WNBW, Washington, D.C. on Monday, Sept. 21.

The new programming concept, according to Charles R. Denny, vice president in charge of NBC's Owned and Operated Stations Divisions, calls for the stations in the division (WNBT, New York; WNBW, Washington; WNBK, Cleveland; WNBQ, Chicago; and KNBH, Hollywood) to exchange topflight local programs during the hours of the day when the co-axial cable is not in use by the network.

"Jinx Falkenburg's Diary" is telecast on WNBT, Mondays-through-Fridays from 1:45 to 2:30 p.m., EST. The Washington feed begins at 2 p.m., consequently WNBW audiences receive a half-hour version of the daytime show.

Sponsorship is available through NBC Spot Sales on a two-city basis for "Jinx Falkenburg's Diary" and on a multiple city basis when coordinated programming is in full operation next month, said Thomas B. McFadden, director of NBC's Spot Sales.

(more)

2 - Coordinated Programming

The second and third programs to be offered under the plan will be available on Saturday, Oct. 3. On that date coordinated programming will be expanded when "Creative Cookery" will be fed from WNBQ to WNBK, WNBT and WNBW. "Creative Cookery," a full-hour cooking show, which has been termed "the most sensible cooking show on the air," will be telecast on Saturdays from 11 a.m. to noon, EST. The program, presided over by Francois Pope, will be directed to women who don't have the opportunity to watch such a program during the week, and to men who are amateur cooks. "Creative Cookery" will be followed at noon on the same stations by Richard Willis' "Here's Looking at You" from WNBT. This half-hour program offers beauty hints to women who appear on the program as Willis' guests.

Dick Pack, WNBT's director of programs and coordinator of programs for NBC's Owned and Operated Station Division says that during late October or early November a number of other programs now seen on a local basis on NBC O & Os will be offered to audiences on an inter-city basis.

The first major radio effort under coordinated programming is "Light Up Time," a half-hour nightly music and news show, Mondays through Fridays, to be heard on WNBC, New York; WRC, Washington; WTAM, Cleveland, WMAQ, Chicago; and KNBC, San Francisco, beginning Oct. 5. Sponsored by Lucky Strike cigarettes, the program will present popular music on records presided over by a different emcee in each city.

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NBC-New York, 9/25/53

E - Continued Programming

The second and third programs to be offered under the plan will be available on Saturday, Oct. 3. On that date coordinated programming will be originated when "Creative Cookery" will be fed from WBZA to WNYC, WGBH and WGBH. "Creative Cooking," a still-hour cooking show, which has been titled "the most beautiful cooking show on the air," will be telecast on Saturday from 11 a.m. to noon, EST. The program, produced from a Washington Post, will be directed to women who don't have the opportunity to watch such a program during the week, and to men who are "amateur cooks." "Creative Cooking" will be followed at noon on the same stations by a listed as "Home: Looking at You" from WGBH. This half-hour program offers usually interesting women who appear on the program as "ordinary people."

Jack Poole, WGBH's director of programs and coordinator of programs for WGBH's three-line Cooperated Station Division says that starting late October or early November a number of other programs will be on a local basis on WGBH or it is what be offered to audiences in Boston-only basis.

The first major series to be offered under coordinated programming is "Right Up Time," a half-hour weekly music and news show, beginning through Monday, to be heard on WNYC, New York and, Washington and, Cleveland, Ohio, Chicago and WGBH. Jan Tomaszewski, beginning at 5. Sponsored by Jewel Tea Co. of Cambridge, the program will have musical popular music on a coordinated basis over by a half-hour under the direction of Alex.

NBC

RADIO NEWS

September 25, 1953

'NBC STAR PLAYHOUSE,' FULL-HOUR NBC RADIO SERIES WITH TOPFLIGHT PERFORMERS, STARTS SUNDAY, OCT. 4

- - -

Helen Hayes in Barrie's 'What Every Woman Knows' Is Opening Bill; She Will Share Series With Teams Of Harrison-Palmer, March-Eldridge and Others

NBC STAR PLAYHOUSE, a new 60-minute dramatic series highlighting top stars of stage and screen in outstanding attractions, will have its premiere Sunday, Oct. 4 on NBC radio (6:30 to 7:25 p.m., EST). Helen Hayes, great lady of the American theatre, will open the series in Barrie's "What Every Woman Knows."

Miss Hayes will enact the same role she played in the famous comedy on Broadway. She later recreated her part for the screen.

In line with its policy of presenting the best available talent of both coasts in stellar vehicles, future "NBC Star Playhouse" programs will offer two famous husband-wife acting teams: Rex Harrison-Lilli Palmer and Fredric March-Florence Eldridge. Negotiations are under way to have all the aforementioned stars appear in one play every three weeks, on a rotating basis, in their present order.

The fourth week will be filled in with guest stars. Already committed in the latter category are such stellar talents as James

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Cagney, Olivia de Havilland and Humphrey Bogart. Productions will originate in both New York and Hollywood, as the situation demands, both "live" and taped.

Slanted toward an adult family audience, material for the dramatic series will be culled from among the best stage plays, films, novels, short stories and original stories available. Future titles include "Moby Dick," "There Shall Be No Night" and "Victoria Regina," which will mark Miss Hayes' second appearance on the show.

"NBC Star Playhouse" is an NBC network production in association with Gale-Adams Productions. William Welch is network producer. Ed King will direct all the plays originating in New York.

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NBC-New York, 9/25/53

CREDITS FOR 'NBC STAR PLAYHOUSE' ON NBC RADIO

TITLE:	NBC STAR PLAYHOUSE
PREMIERE DATE:	Sunday, Oct. 4, 1953
TIME:	NBC radio, 6:30-7:25 p.m., EST, each Sunday.
CAST:	Helen Hayes will star in the first program; Rex Harrison-Lilli Palmer in the second; Fredric March-Florence Eldredge in the third. Present plans call for these stars to appear in one play every three weeks in the above order, with a "guest star" on the fourth week. Future guests will include Humphrey Bogart, Olivia de Havilland and James Cagney.
FORMAT:	Hour-long dramatizations of the best available plays, films, novels, short stories and originals, highlighting top-flight talent of stage and screen in the lead roles.
WRITERS:	Various. Adaptations by NBC staff writers. William Welch, script supervisor.
PRODUCER:	William Welch, for NBC. An NBC network production, in association with Gale-Adams Productions.
DIRECTOR:	Ed King, for broadcasts originating in New York.
ORIGINATION:	NBC New York and Hollywood studios.

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NBC-New York, 9/25/53 FWK

COLUMBIA UNIVERSITY, IN COOPERATION WITH NBC, OFFERS 17 RADIO AND TV COURSES FOR 1953-54

Seventeen courses in radio and television broadcasting will be given by Columbia University in cooperation with NBC during the 1953-54 academic year, which opened this week.

The courses, all but one taught by NBC personnel, are designed to offer professional training in management, programming, production, performing and writing.

Twelve courses, two of them running for the full academic year, will be offered during the Winter session. In the Spring session, five additional courses will be given as well as repeats of four Winter courses.

Instructors will include Robert E. Button, account executive, NBC-TV network sales; James H. Cornell, manager, Audience Measurement Division of NBC's Research and Planning Department; Sydney H. Eiges, vice president in charge of Press for NBC; James A. Glenn, manager, Staging Services and Special Effects, NBC-TV; William C. Hodapp, executive producer of "American Inventory," the NBC-TV -- Alfred P. Sloan Foundation program series; Warren Jacober, staff director, NBC-TV network; Patrick J. Kelly, head of NBC announcing staff; Edward King, NBC production director; James Nelson, NBC advertising manager for radio; Ralph Howard Peterson, director of NBC's "Camel News Caravan"; Arch Robb, manager of program services, NBC; Ferdinand A. Wankel, union relations coordinator in NBC's Labor Relations Department, and William R. Weinstein, NBC morning news desk supervisor.
The only non-NBC officer of instruction will be Erik Barnouw, who is in charge of courses in TV, radio and films at Columbia University.

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2 - Columbia Courses

Course titles are: Basic course in television and radio; television programming and production; local television programming; television and radio writing (introductory course); television and radio writing (advanced seminar); television, radio and films as information media; radio reporting; television news and special events; radio drama workshop; radio documentary workshop; use of television and radio technical equipment; special effects; announcing; audience research; television and radio sales; television and radio publicity; television and radio promotion.

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NBC-New York, 9/25/53

CREDITS FOR 'THIS FARMING BUSINESS' ON NBC RADIO

PROGRAM:	THIS FARMING BUSINESS
TIME:	Saturdays, NBC radio, (except WNBC), 9:00 a.m., EST
ORIGINAL STARTING DATE:	Jan. 2, 1943
FORMAT:	A farmer who has made an outstanding achievement in his work is awarded the W.G. Skelly Agricultural Achievement Award on the program each week. World news is also given during program.
HOSTS:	Lloyd Burlingham, and Alex Dreier as newscaster.
WRITER-PRODUCER:	Lloyd Burlingham
DIRECTOR:	Assigned staff directors
ORIGINATION:	Chicago
SPONSOR:	Skelly Oil Company
AGENCY:	Henri, Hurst and McDonald, Inc.

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NBC-New York, 9/25/53 FWK

NBC TRADE NEWS

September 28, 1953

AD AGENCY SECRETARY ENTERS NBC'S 'TRADE-AD CONTEST'
BY CHANCE--AND WINS $1,000 RCA PRODUCTS;
FOUR RUNNERS-UP ALSO ARE NAMED

A pretty young advertising agency secretary who entered just by chance has won NBC's "Trade-Ad Contest" and will receive $1,000 worth of RCA products to help her start housekeeping in her new apartment.

The winner, Mrs. Patricia Minkner, 25, a secretary with Dan B. Miner Company of Los Angeles, proved her knowledge of television by correctly listing nine basic points of leadership of the NBC-TV network

Results of the contest were announced today by Jacob A. Evans NBC-TV's director of advertising and promotion. Four runners-up, each of whome correctly listed eight points of NBC-TV's leadership, will receive 21-inch RCA Victor television sets.

More than 6,000 entries were made available to advertising executives and employes. The contest was held in conjunction with a series of trade advertisements covering the major points of television network leadership. In the course of the campaign, a new point of NBC-TV leadership was given each week for 12 weeks. The deadline for entering the contest was just prior to the third week, so the first two

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points were shown on each entry blank. Every contestant was then required to fill in the remaining 10 points of leadership. With nine correct selections, Mrs. Minkner came closest to naming the other 10 points.

It was only by chance that she happened to enter the contest at all. The entry blank was mailed to her boss, an account executive, but he was on vacation and wouldn't return until after the contest deadline. Mrs. Minkner, therefore, read the rules, sent in her 10 points of NBC-TV leadership -- and was completely bowled over when told she had won.

She described the first prize of $1,000 worth of RCA products as "manna from heaven," and with reason. Married a little over a year, Mrs. Minkner and her husband have been living in a cramped furnished apartment in Los Angeles. With the $1,000 windfall, however, they are moving into a larger, unfurnished apartment and are starting the interior decorating with her winnings -- a deluxe RCA Estate Gas Range, a 21-inch RCA console television set, and an RCA table model radio-phonograph combination.

Runners-up in the contest were:

George E. Morgan, member of the advertising department of Swift & Company, Chicago.

Mrs. Florence C. Dragon, secretary to J.M. Cleary, vice president of Roche, Williams & Cleary, Inc., Chicago.

Stewart Henderson Britt, vice president of Needham, Louis & Brorby, Chicago.

John L. McQuigg, executive vice president, Lennen & Newell, Inc., Detroit, Mich.

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All entries were judged by the Reuben H. Donnelley Corporation of New York. Here are the 12 points of NBC-TV leadership outlined in the advertising campaign.

1 -- Network coverage.

2 -- Homes delivered.

3 -- Top programs.

4 -- Advertiser acceptance.

5 -- Bigger audience lead.

6 -- Cost per 1,000.

7 -- Hourly ratings.

8 -- Program types.

9 -- Nightly advantage.

10 -- Merchandising service.

11 -- New business.

12 -- Star attractions.

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NBC-New York, 9/28/53

NBC TRADE NEWS

September 28, 1953

'THE MARRIAGE,' STARRING HUME CRONYN AND JESSICA TANDY, IS NEW FAMILY SITUATION COMEDY ON NBC RADIO NETWORK

The initial script for THE MARRIAGE, co-starring Hume Cronyn and his wife, Jessica Tandy (NBC radio, Sundays, 7:30 p.m., EST, beginning Oct. 4) contains this explanatory passage:

"The National Broadcasting Company's sponsorship of this program constitutes no endorsement of the opinions, philosophies, stubborness or confusion of the persons represented therein. However: with the conviction that marriage remains the most popular domestic arrangement between friendly people, NBC takes pleasure in presenting one of the most distinguished couples of the American Theatre, Jessica Tandy and Hume Cronyn, in the new dramatic series, 'The Marriage.'"

The Cronyns are heard as Mr. and Mrs. Ben (Liz) Marriott, who live in New York, have been married 17 years and have two children, Emily, 15, and Pete, 10. Ben is a lawyer, "about half way up in the firm," as he puts it, and Liz is a former department store fashion buyer, long since retired for full-time housewifery.

The initial program concerns their conflicting ideas of how

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to celebrate their wedding anniversary, which takes a very different turn from their plans.

Future broadcasts will reveal the ups and downs of family life, the small adventures and minor mishaps which can be so amusing "when they happen to someone else."

Edward King is directing the series, which will be written by various writers. The first script is by Ernest Kinoy.

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NBC-New York, 9/28/53 FWK

CREDITS FOR 'THE MARRIAGE' ON NBC RADIO

PROGRAM:	THE MARRIAGE
TIME:	Sundays, 7:30-8:00 p.m., EST
DESCRIPTION:	Light drama series about the day-to-day problems and joys of a happily married couple and their two children.
FORMAT:	Situation comedy.
OCT. 4 PROGRAM:	The Marriotts celebrate their 17th wedding anniversary in unexpected fashion.
DIRECTOR:	Edward King
WRITERS:	Various. First script by Ernest Kinoy
STARS:	Hume Cronyn and Jessica Tandy as Ben and Liz Marriott.
CAST:	Denise Alexander as Emily Marriott, 15; David Pfeffer as Pete Marriott, 10.
STARTING DATE:	Oct. 4, 1953

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NBC-New York, 9/28/53 FWK

NBC

RADIO NEWS

September 28, 1953

'GOLDEN VOICES,' FEATURING OUTSTANDING RECORDINGS OF OPERA AND CONCERT 'GREATS' IN NEW NBC RADIO SUNDAY SERIES

- - -

Lawrence Tibbett Will Reminisce in His Role of Host

A new program with Lawrence Tibbett as host and outstanding recorded performances of opera and the concert stage will be offered on Sunday afternoons under the title "Golden Voices," starting Oct. 4 (NBC radio except WNBT, 3:30 p.m., EST).

Each week the great singing personality will select a group of recordings of voices from the past and will make comments about them. He will delve into his own store of experiences and personal reminisences about these artists and their performances.

Mrs. Henry Souvaine has been selected to write the scripts based on discussions with Tibbett.

Such names as Caruso, Battistini, Galli-Curci, Jeritza, Bori, Tamagno, Ponselle, Martinelli, Farrar, Lehmann, Gadski, McCormack and Chaliapin are but a few of the great artists who have left a rich heritage to present-day music lovers.

The program will be produced by George Voutsas.

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NBC-New York, 9/28/53 FWK

CREDITS FOR 'GOLDEN VOICES' ON NBC RADIO

TITLE:	GOLDEN VOICES
BROADCAST:	NBC radio, Sundays, 3:30 p.m., EST.
FORMAT:	Program of recordings from the "golden age" of opera.
HOST AND NARRATOR:	Lawrence Tibbett.
PRODUCER:	George Voutsas
SCRIPTWRITER:	Mrs. Henry Souvaine
ANNOUNCER:	Howard Reig
PROGRAM ORIGIN:	New York
STARTING DATE:	Oct. 4, 1953

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NBC-New York, 9/28/53
FWK

CHOICES FOR 'GOLDEN VOICES' OF THE RADIO

[redacted]

[redacted] Radio Broadcast,
3:30 p.m., EST.

[redacted] Program of recordings
from the 'golden
age' of opera.

[redacted] Lawrence Tibbett.

[redacted] Jorge Thomas

[redacted] Mrs. Harry Sauvaine

ANNOUNCER: Howard Dale

[redacted] New York

STARTING DATE: Oct. 4, 1932

NBC RADIO NETWORK NEWS

September 29, 1953

BIG NEW NBC RADIO NETWORK FALL SCHEDULE LAUNCHED
WITH GALAXY OF PERFORMERS AND SHOWS MAKING DEBUTS

- - -

Star Names, Original Presentations and Many Novelties
In Roster of Broadcasting Fare Starting Oct. 4

(NOTE: ALL TIMES IN THIS STORY ARE EST)

The promised NBC Radio Network schedule of 28 new programs goes into effect Sunday, Oct. 4, and will run through the week with some added starters and a galaxy of stars. Such famous personalities as Fibber McGee and Molly, Senator Ford and Harry Hershfield, Frank Sinatra, Laurence Olivier, Jimmy Stewart, Lawrence Tibbett, Art Ford, Tex and Jinx McCrary, Bud Collyer, Hume Cronyn and Jessica Tandy and a host of others will be heard.

THE MARRIAGE with Hume Cronyn and Jessica Tandy, ROYAL THEATRE with Sir Laurence Olivier, SIX SHOOTER with Jimmy Stewart, FIBBER McGEE AND MOLLY with Marian and Jim Jordan; CAN YOU TOP THIS? with Senator Ford and Harry Hershfield, NBC STAR PLAYHOUSE with Helen Hayes, GOLDEN VOICES with Lawrence Tibbett, and a long list of other outstanding programs have been readied for presentation on the new schedule.

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Most of the program changes will be effected on Sunday with Saturday running a close second in number of new programs booked. Sunday will feature an entirely new schedule from 8 to 9:00 a.m. and 1:00 in the afternoon until Midnight. Saturday will be programmed in large blocks with the FOOTBALL GAME, FOOTBALL ROUNDUP and ASK THE SPORTS WORLD taking up the 1:30 to 5:45 p.m. period and THE BIG PREVIEW giant record program featuring Art Ford as host and guest disc jockeys from around the country for two hours starting at 11:30 a.m.

Fitted in with the best of the old program schedule, NBC radio network listeners will find music night on Mondays, adventure night with "who-done-its" on Tuesdays; general variety on Wednesdays and Thursdays and comedy night on Fridays.

Due to commercial commitments, a few of the programs have started prior to Oct. 4, but the majority of the shows listed below start during the week of October 4 to 10. Here are the new programs:

Every night

12 Midnight to 12:05 a.m. — MIDNIGHT COLUMN, for which 50 outstanding newspapermen have been signed. The program will feature one guest columnist each night, reporting from the NBC affiliated station in his own area. Danton Walker of the New York Daily News starts the series with "What Is a Broadway Columnist?" Others to follow during the week are Stanton Delaplane, West Coast writer; Bill Monroe, New Orleans Item; Wright Bryan, Atlanta Journal; Earl Wilson, New York Post, and Dick West, Dallas News. Others scheduled for future are Herb Rau, Miami News; Nick Kenny, N.Y. Daily Mirror; Sidney Skolsky, N.Y. Post; Inez Robb INS; Igor Cassini, N.Y. Journal American; Betty Beale, Washington; Erskine Johnson, Hollywood; Ed Guthman, Seattle.

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Monday through Friday

10:45-11:00 a.m.	BREAK THE BANK in a new 15-minute format with Bud Collyer as emcee.
10:00-10:15 p.m.	FIBBER McGEE AND MOLLY in a new series allowing for continuation of their outstanding comedy situations, from Monday through Friday.
10:15-10:30 p.m.	CAN YOU TOP THIS? With a panel of Senator Ford, Harry Hershfield, former Governor (of New Jersey) Harold Hoffman, Peter Donald and Ward Wilson. Guest panelists will be featured from time to time and occasionally amateur story-tellers will be invited to "top one."

Tuesdays

9:35-10:00 p.m.	Frank Sinatra will be heard at this time in a dramatic role in a mystery series by Erle Stanley Gardner. Title to be announced.

Fridays

9:35-10 p.m.	HOUSE OF GLASS a new situation comedy series starring Gertrude Berg will be heard in this period starting October 23. Friday, October 9, will feature CHIMES, a series of musical variations, each an original composition based on the famous NBC Network Chimes. Among those to be heard will be Roger Roger and The French Broadcasting System Orchestra; The Dixieland Dukes from the French Quarter of New Orleans; Skitch Henderson from New York with variations as Bach, Chopin, George Gershwin and "a French impressionist" would musically interpret the NBC Chimes; The Kessler Air Force Base Choir; A Calypso group from Trinidad; The NBC Symphony Orchestra with "Bing Bang Bong, a Phantasy on a Trade Mark," a special work by Don Gillis.
10:30-11 p.m.	LISTEN TO WASHINGTON. Interviews with top figures in Government.

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Saturdays (Starting Oct. 10)

10:00-10:30 a.m.	WOMAN IN LOVE, a new romance drama series.
11:00 a.m. to 1:00 p.m.	THE BIG PREVIEW - Something new in a record show. Previews of new record releases with Art Ford host for three different guest disc jockeys each week. The disc jockeys "appearing" from various parts of the country, using the network "party line" to rate and comment on the new releases.
2:00-5:30 p.m.	FOOTBALL - The big games throughout the country brought directly from the 40 yard line.
5:30-5:45 p.m.	FOOTBALL ROUNDUP - An expert recap and the scores of all the day's big games.
5:45-6:00 p.m.	ASK THE SPORTS WORLD - Sports questions from listeners answered by the sports world and its stars.
7:30-8:00 p.m.	NBC LECTURE HALL - Distinguished lecture series by experts in various fields in an actual lecture hall atmosphere including an audience. Lecturers will include Leopold Stokowski on music, Carl Sandburg on Lincoln, Dore Schary on movies, Ty Cobb on baseball; others. Mme. Vijaya Lakshmi Pandit, President of the United Nations General Assembly opens the series with a talk on "India." She will be introduced by NBC news commentator Henry Cassidy.
8:00-8:30 p.m.	COLLEGE QUIZ BOWL - Use of the network "party line" to allow participation of college teams in quiz programs, each college participating from its own campus. First teams to be quizzed will be Columbia and Northwestern with winner taking on Wesleyan the following week. Tulane is scheduled Oct. 24 and Minnesota Oct. 31.

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Saturdays (Cont'd)

8:30-9:00 p.m.	KNOW YOUR NBC'S - an audience participation program featuring a quiz on the audience's knowledge of NBC artists, programs and operations, and answers to listener queries.
9:00-9:30 p.m.	THE BARON AND THE BEE - Spelling bee with the Baron (Vas You Dere Sharlie?) Munchausen in the person of Jack Pearl with "Sharley" Cliff Hall acting as host to different teams of spellers each week.

Sundays (starting Oct. 4)

8:00-8:05 a.m.	A special news show featuring news "for and about children."
8:30-9:00 a.m.	EGBERT & UMILY, - a whimsical kiddy show with Herb Sheldon.
1:00-1:15 p.m.	FOR BETTER LIVING - tips on the latest ways and means to improve your living. Everything from physical to mental comfort. Ben Grauer editor, guest panelists (Mrs. Franklin D. Roosevelt one of first week's guests).
1:15-1:30 p.m.	REPORT ON AMERICA - The three top human interest stories of the week from three different NBC stations' reporters each week. Commentators and reporters to be heard in the series include Ken Miller of KVOO, Tulsa, Okla.; Frank Eschen, KSD, St. Louis, Mo.; Enoch Squires, WGY, Schenectady N.Y.; Len O'Connor, WMAQ, Chicago; George Grim, KSTP, St. Paul; Jim Hurlbut, WMAQ, Chicago; William C. Mincher, WLBZ, Bangor, Me.; Jack Goodman, KDYL, Salt Lake City, and Kerwyn Hoover of KFI, Los Angeles.
3:30-4:00 p.m.	THE GOLDEN TREASURY - Recitations by outstanding stars, featuring their best readings. David Ross host, emcee and producer. First week will feature Mel Allen (reading "Casey at the Bat"), Hume Cronyn and Faye Emerson.

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Sundays (Cont'd)

3:00-3:30 p.m.	THE GOLDEN VOICES - Through the NBC "Golden Voice Library," the voices of beloved and famous stars of the past, such as Caruso and McCormack, blended into a program by a gracious host, Lawrence Tibbett.
4:00-6:00 p.m.	WEEKEND - Radio's "Sunday newspaper," done in a journalistic format from cover story to feature sections, with Mel Allen, Earl Godwin, Florabelle Muir, Tex and Jinx, Merrill Mueller, and others.
6:15-6:30 p.m.	ASK HOLLYWOOD - a program done in co-operation with the movie industry. Questionnaires filled out by theatre-goers and radio fans used to develop questions for presentation to the stars. Hollywood's top stars answer the questions themselves.
6:30-7:30 p.m.	NBC STAR PLAYHOUSE - A full-hour dramatic series presenting the best available talent of both coasts in stellar vehicles. Will feature such stars as Helen Hayes, Rex Harrison, Lilli Palmer, Fredric March, Florence Eldridge. (Premiere: Helen Hayes in "What Every Woman Knows")
7:30-8:00 p.m.	THE MARRIAGE - A modern situation comedy series with the popular stars of Broadway, Hume Cronyn and Jessica Tandy, in the lead roles.
8:00-8:25 p.m.	THE HOLLYWOOD STORY - Dramatizations of the lives of famous movie stars, produce in cooperation with the Screen Publicists Guild. Each star concerned will play his or her own role wherever possible.

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8:30-9:00 p.m.	THEATRE ROYAL - starring Laurence Olivier, with the outstanding plays from the British theatre, featuring prominent guest stars. Guests include Ralph Richardson, John Gielgud and Emlyn Williams. First program will feature Orson Welles in Pushkin's classic "The Queen of Spades." (program moves to 9:30-10:00 p.m., Oct. 18)
9:00-9:25 p.m.	STROKE OF FATE - History rewritten in a new dramatic series showing what might have happened in "reversed" or changed situations. First show will interpret what might have happened if Robert E. Lee had commanded the Union instead of the Confederate Army. Walter Kiernan, narrator, Allan Nevins, commentator.
9:30-10:00 p.m.	THE SIX SHOOTER - A Western drama series starring Jimmy Stewart in the lead role. (program moves to 8:30-9:00 p.m., Oct. 18)
10:00-10:25 p.m.	LAST MAN OUT - True documentary dramatizations by Richard English in which former Communists tell their stories. Subject of first show is Paul Crouch who was organizer of Communist Party in Hawaii.

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NBC-New York, 9/29/53

NBC SPOT SALES

News

AMERICAN TOBACCO BUYS MAJOR NIGHTTIME BLOCK ON FIVE STATIONS REPRESENTED BY NBC SPOT SALES

The American Tobacco Company signed a 52-week contract today with NBC Spot Sales for a major time block on five NBC represented radio stations in major American markets for the presentation of "Light Up Time," an across-the-board nighttime program of news and music, starting Oct. 5.

The sale involves the purchase of time and talent in New York, Washington, Cleveland, Chicago and San Francisco, representing one of the biggest and most significant single radio spot sales buys in recent years.

The contract was placed through Batten, Barton, Durstine and Osborn for American Tobacco Company in behalf of Lucky Strike Cigarettes. It calls for five half-hours a week on radio on WRC, Washington; WTAM, Cleveland; WMAQ, Chicago; and KNBC, San Francisco, and five 25-minute periods on WNBC, New York.

The first five minutes of "Light Up Time," in each of these cities except New York, will be devoted to a complete news roundup followed by 25 minutes of the best recorded music presided over by a local personality. On WNBC, New York, the musical segment of the series will occupy 20 minutes, with a newscast later at night. A variety of types of music will be offered on "Light Up Time."

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publicity department NBC O & O Stations Division *30 Rockefeller Plaza, N.Y. 20, N.Y.* CI 7-8300

The week's roster of programs lines up as follows:

Mondays: "Your Happy Go Lucky Hit Tunes of the Week," presenting the top seven songs played last Saturday on "Your Hit Parade." (On WNBC, New York the five top songs will be played because in that city the program runs 20 minutes.)

Tuesdays: "Your Happy Go Lucky Night on Broadway," offering popular tunes from musical shows and motion pictures of the past and present.

Wednesdays: "Your Happy Go Lucky Tunes Country Fashion," a program of America's folk tunes old and news.

Thursdays: "Your Happy Go Lucky Hits of Yesterday," a show based on songs from "Your Hit Parade" programs for the past 18 years.

Fridays: "Your Happy Go Lucky Specialty Night," presenting music to create a mood for the night.

"Light Up Time" will be presented five nights a week from 10:30 to 11:00 p.m., in Washington, Cleveland and Chicago. On KNBC, San Francisco, the program will be broadcast from 7:00 to 7:30 p.m., and on WNBC, New York, the musical part of the program will be heard from 6:25 to 6:45 p.m., and the news from 10:30 to 10:35 p.m.

The program of music and news will be broadcast on a Monday-through-Friday basis in all cities with one exception: In New York the newscast only will be presented on Mondays, Wednesdays, Thursdays, Fridays and Saturdays.

The shows will have uniform script and music programming in each city, but a different top local personality will head it up as emcee. The news will be written locally and presented by a local NBC newscaster.

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Newscasters and emcees in each of the cities are:

WNBC, New York: Newscaster, Radcliffe Hall
Emcee, Jim Coy

WRC, Washington, D.C.: Newscaster, Holly Wright
Emcee, Mac McGarry

WTAM, Cleveland: Newscaster, Jay Miltner
Emcee, Joe Mulvihill

WMAQ, Chicago: Newscaster, Jim Hurlbut
Emcee, Howard Miller

KNBC, San Francisco: Newscaster, Ed Brady
Emcee, Hal Wolfe

The American Tobacco Company, in addition to reaching 28 per cent of America's radio audience through the facilities of the five NBC stations, will receive all-out merchandising cooperation through the "Chain Lightning" plan of NBC's Owned and Operated Stations Division plan. American Tobacco will be the first client to benefit from the merchandising benefits of "Chain Lightning" in all the five major markets in which the plan is in operation. As a result, Lucky Strike cigarettes will be featured in more than 3,000 food stores in the five cities, or 20 per cent of all Supermarkets in the country. This total accounts for more than half the volume of such business in the five cities.

Under "Chain Lightning," Lucky Strike's field force and NBC's merchandising staff will work in close liaison in carrying out the merchandising plan.

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NBC-New York, 9/29/53

RALPH EDWARDS PUTS JACKPOT ON WHEELS, AS TREASURE TRUCK DRIVEN BY CONTESTANT WILL VISIT 34 CITIES ACROSS NATION

- - -

Local Citizenry Will Have Crack at Big Prizes In Novel Stunt That Should Be Won 'Easy as Pie'

On the Thursday, Oct. 8 broadcast of Ralph Edwards' program, TRUTH OR CONSEQUENCES (9 p.m., EST), some lucky (?) male contestant will begin one of Edwards' zaniest consequences of the 14 years of the program's history. To be known as the "Harvest Gold Peach Pie Man," the contestant will be selected from the audience by emcee Edwards to drive the Truth or Consequences Treasure Truck from coast to coast.

The truck will contain a large replica of a Harvest Gold Peach Pie and a hopper containing a jackpot of prizes. It will also contain several thousand keys, only one of which will open the hopper.

The Harvest Gold Peach Pie Man will drive the truck to 34 different cities throughout the country and stop for a period in a central location. Any person in the city can pick one of the keys and try to open the hopper. Should he be successful, he will receive the jackpot of prizes.

In order to insure a winner, in case someone fails to choose the lucky key, all persons competing will be given cards to sign. These cards will be filled out with the contestant's name, address and

(more)

a guess as to the number of keys contained in the truck. If, by the time the truck reaches New York no one has successfully opened the hopper, the prizes will go to the person with the closest guess.

If there should be a winner before the truck reaches New York, the person will be given the prizes and the "Harvest Gold Peach Pie Man" will continue on his scheduled trip -- with new keys and prizes. This means that persons in 34 cities in the United States will have a chance to win the "Truth or Consequences" treasure.

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NBC-New York, 9/29/53

NEW LIST OF CREDITS FOR 'TREASURY MEN IN ACTION' ON NBC-TV

PROGRAM:	TREASURY MEN IN ACTION
TIME:	Thursdays, 8:30-9:00 p.m., EST.
FORMAT:	Dramatizations of authentic cases from U.S. Treasury Department files, relating the work of Treasury agents in apprehending law-breakers. Each case is introduced by the "Chief of Bureau."
CAST:	Walter Greaza stars as Chief of Bureau. Rest of cast varies weekly.
EXECUTIVE PRODUCER:	Everett Rosenthal, for Prockter Television Enterprises.
PRODUCER:	Robert Sloane.
DIRECTOR:	Dick Schneider.
WRITERS:	Various.
DESIGNER:	Richard Senie.
MUSIC DIRECTOR:	Murray Golden.
SPONSOR:	Borden's Instant Coffee.
AGENCY:	Doherty, Clifford, Steers and Shenfield, Inc.
ORIGINATION:	New York, "live" with some portions on film.
SEASON'S RETURN DATE:	Thursday, Aug. 27, 1953.
ORIGINAL PREMIERE DATE:	Thursday, April 5, 1951.

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NBC-New York, 9/29/53 FWK

30 DAYS OF SOUVENIR OFFER RESULT IN 250,000 REQUESTS FOR BOOKLET CONCERNING CHARACTERS OF 'ONE MAN'S FAMILY'

More than a quarter-million copies of "This I Give" were requested by ONE MAN'S FAMILY listeners following offer of the booklet as a souvenir marking the start of the NBC radio network program's 22nd year on the air.

Though the premium offer by Miles Laboratories, Inc., was made on the program only during a 30-day period starting March 23, and required the listeners to send in a Bactine box top and 25 cents in coin, requests continued to come in through the Summer months, finally totalling 255,238. This exceeds orders for a similar premium on the program last year by 22,855, an increase attributed to both the program and to local promotion activities by network stations.

The booklet contains a collection of Barbour family memorabilia accumulated during the more than 20 years the program has been on the air. It includes a collection of pictures of five generations of the Barbour family -- from baby pictures of Mother and Father Barbour's five children, Paul, Hazel, Claudia, Clifford and Jack, to their great-grandson, Paul.

Also included are messages from Father Barbour to the members of his family and such items as a grocery bill dated Sept. 25, 1931; a list of Paul's 10 most thumbed-through bedside volumes; a complete calendar of Barbour family dates; a detailed picture of the Barbour house showing the rooms occupied by the family members; kitchen hints; items of baby lore, and a list of Father Barbour's most precious documents.

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The premium offered last year was "Mother Barbour's Favorite Recipes," and was a more-than-20-year collection of the favorite dishes of the Barbours.

The program and premium promotions are handled through the Geoffrey Wade Advertising Agency.

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NBC-New York, 9/29/53

CREDITS FOR 'FOR BETTER LIVING' ON NBC RADIO

TITLE:	FOR BETTER LIVING
TIME:	Sunday, 2:30-2:45 p.m., EST
FORMAT:	Famous guests answer questions on family and community life as sent in by listeners.
STAR:	Ben Grauer who will act as "editor" and will interview guests.
PRODUCER:	Henry Morgenthau.
STARTING DATE:	Oct. 4, 1953

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NBC-New York, 9/29/53 FWK

NBC TRADE NEWS

September 29, 1953

'CAN YOU TOP THIS?'

- - -

Jokemasters Spotlighted as Gag-Swapping Show Returns To NBC Radio as Monday-through-Friday Feature

The joke-swapping radio comedy show, CAN YOU TOP THIS? will return to the NBC radio network as a five-day-a-week feature beginning Monday, Oct. 5 (Mondays through Fridays, 10:15-10:30 p.m., EST).

The 15-minute sessions will present jokesters "Senator" Ed Ford, Peter Donald, Harry Hershfield and former Governor Harold Hoffman of New Jersey, with Ward Wilson as master-of-ceremonies. Guest joke-makers will be scheduled occasionally.

"Can You Top This?" will use jokes sent in by listeners as primers for the panel of experts to demonstrate their extraordinary story-telling talent and remarkable fund of humor. Peter Donald, master dialectician, serving as the voice of the listener, reads a submitted joke and then each panelist tries to offer a funnier story in the same joke category.

(more)

An electric "laughmeter" will be employed to record the volume of studio audience laughter created by Donald's reading of the listener's joke and the ad-libbed follow-ups by the veteran raconteurs.

Payment to listeners for their jokes is on a sliding scale dependent entirely on the intensity of the studio audience response registered on the "laughmeter." When Donald tells a submitted story, the sender starts with a prize of $25 cash. The award is reduced by $5 each time a panel wit tops Donald's rendition. Listeners whose stories are not topped by any of the experts will also receive a recording of Donald telling their jokes.

"Can You Top This?" has been a favorite radio feature for many years. It started on a limited MBS network in 1940 and moved to the NBC radio network Oct. 3, 1942. It remained on NBC until Sept. 25, 1948 and then returned to MBS for the next few years.

The recorded sessions, which will originate in New York, will be produced by "Senator" Ford, originator of "Can You Top This?," and directed by Roger Bower.

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NBC-New York, 9/29/53 FWK

CREDITS FOR 'CAN YOU TOP THIS?' ON NBC RADIO

PROGRAM:	CAN YOU TOP THIS?
TIME:	NBC radio, Mondays through Fridays, 10:15-10:30 p.m., EST, starting Oct. 5.
FORMAT:	A panel of gagsters ad-lib jokes on the same theme as yarns sent in by listeners. Studio audience laughter is recorded on a "laughmeter." When a panel member tops the submitted story, $5 is deducted from the original $25 awarded for listener's stories read on the show.
EMCEE:	Ward Wilson
PANEL:	"Senator" Ed Ford, Harry Hershfield, former Governor Harold Hoffman of New Jersey, and Peter Donald, who reads submitted jokes. Guest comics will be featured occasionally.
PRODUCER:	"Senator" Ford, who originated the show.
DIRECTOR:	Roger Bower
ORIGINATION:	New York

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NBC-New York, 9/29/53 FWK

NBC TRADE NEWS

September 29, 1953

BEN GRAUER'S NEW 'FOR BETTER LIVING' RADIO SERIES
OFFERS EXPERTS' OWN ANSWERS TO LISTENER PROBLEMS

- - -

Mrs. Eleanor Roosevelt, Jackie Robinson and Dr. Robert Gomber
Will Give Advice on Opening Inspirational Program

Ben Grauer, veteran NBC special events commentator, will have three noted personalities as his guests when his new network radio show, FOR BETTER LIVING starts Sunday, Oct. 4 (2:30-2:45 p.m., EST).

Mrs. Eleanor Roosevelt will answer a question submitted by the wife of an army corporal about to be transferred to duty in Japan, asking advice to pass on to her husband before he sails.

The second guest, baseball star Jackie Robinson, will tell listeners how fathers can best encourage and help their sons develop athletic skills.

Dr. Robert Gomber, director of the Jewish Family Service, will tell a husband how to seek help in a marriage difficulty.

The new show, written and produced by Henry Morgenthau, will deal with many aspects of family and community life. Questions

(more)

offered by listeners will be answered by experts in human relations in simple and direct form.

Grauer brings a broad range of experience to the new show. Broadcasting for more than 20 years, his work as a special events reporter, political analyst and moderator is well known.

Morgenthau's credits include such radio and television shows as "Mrs. Roosevelt Meets the Public," "The Doctor," "The Visitor," "Inside Our Schools" and "Half-Pint Party."

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NBC-New York, 9/29/53 FWK

NBC TRADE NEWS

September 30, 1953

LEVER BROTHERS CO. BUYS MINIMUM OF 104 SEGMENTS ON 'TODAY';
FIRM'S PRODUCTS TO BE ADVERTISED TWICE A WEEK THROUGH YEAR

Lever Brothers Company has purchased a minimum of 104 segments on NBC-TV's TODAY, it was announced today as details of one of the most significant buys in the history of the highly popular, early morning news and special events show were revealed.

Beginning Wednesday, Nov. 11, and continuing for 52 weeks, Lever Brothers will advertise its products a minimum of two times a week on the 7-9 a.m. (EST and CST) program starring Dave Garroway.

Under the contract, products of two of the four Lever Brothers Divisions -- the Lever Division and the Good Luck Division -- will be advertised on "Today."

Products to be covered initially include Good Luck Margarine, Rinso and Lux Liquid Detergent.

After eight weeks, other Lever Brothers products may be advertised on the show and other divisions included.

Hewitt, Ogilvy, Benson and Mather, Inc., is the agency for Good Luck Margarine and Rinso. J. Walter Thompson is the agency for Lux products.

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NBC TRADE NEWS

September 30, 1953

'CARMEN,' OPENING PRODUCTION OF 'NBC-TV OPERA THEATRE,'
WILL BE TELECAST BY RCA COMPATIBLE COLOR SYSTEM

- - -

Saturday, Oct. 31, Experimental Color Production Will Be
Available on Standard Receivers in Black-and-White

The NBC TELEVISION OPERA THEATRE's 1953-54 season will open with a one-hour performance to be broadcast in RCA compatible color, it was announced today by Samuel Chotzinoff and Peter Herman Adler. The opening date has been set for Saturday, Oct. 31, and the opera will be a one-hour version of "Carmen."

According to Chotzinoff, NBC general music director and producer of the Television Opera Theatre, there will be eight presentations again this season at the rate of one a month on Saturday afternoons (NBC-TV, 5 p.m., EST). The length of each offering will vary with many of the programs running an hour and a half. Some operas will probably be done in color later in the year.

The opening opera "Carmen" will be the first full hour NBC presentation in color. Viewers with standard black and white television sets will receive the program in black-and-white, since the RCA

(more)

color system is fully compatible. The colorcast will be made under temporary experimental authorization of the Federal Communications Commission.

Vera Bryner has been chosen to sing the title role in this performance of the Bizet classic, with Robert Rounseville as Don Jose and Warren Galjour as Escamillo, the toreador.

The production will be prepared and presented by the NBC Television Opera Theatre's regular staff with Samuel Chotzinoff as producer and Peter Herman Adler as music and artistic director. Kirk Browning is television director.

The opera will be televised from the Colonial Theatre in New York, which is equipped for color television. Utilizing the entire theatre and its acoustical qualities, the NBC Orchestra will be seated in the balcony, which tests have shown to be the best location for the musicians. This also will give greater scope to the performers and the cameras on stage.

"Carmen" was given in a one-hour version on NBC with Miss Bryner in the title role three years ago. This will be an entirely new production, however. William Molyneux will design the settings under the supervision of Richard Day, NBC's color consultant.

The staff of the NBC Television Opera Theatre working on the production also will include Charles Polacheck, associate producer; John Bloch, assistant television director, and Leo Meuller, assistant conductor.

Details for the remainder of the season will be announced shortly.

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NBC-New York, 9/30/53

'VOICE OF FIRESTONE' SPONSORSHIP RENEWED

The Firestone Tire & Rubber Company of Akron, Ohio, has renewed sponsorship of THE VOICE OF FIRESTONE on the NBC radio and television networks (Mondays, 8:30-9:00 p.m., EST).

The renewal, which was effective Sept. 14, was signed, through the Sweeney & James Company, for 156 radio stations and 67 television stations.

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BORDEN COMPANY BUYS SEGMENT OF 'KATE SMITH HOUR'

The Borden Company, maker of Borden's Instant Coffee, has purchased 15 minutes of NBC-TV's THE KATE SMITH HOUR, beginning Oct. 13

The message for Borden's Instant Coffee will be seen and heard each Tuesday in the 3:30-3:45 p.m., EST time spot, for 39 weeks. The agency for the Borden Company is Doherty, Clifford, Steers & Shenfield, Inc.

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CORRECTION, PLEASE!

Please make following correction on credit sheet released Sept. 29 for TREASURY MEN IN ACTION, starring Walter Greaza, on NBC-TV:

AGENCY: Young & Rubicam, Inc.

SPONSOR: The Borden Company.

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NBC-New York, 9/30/53

NBC TRADE NEWS

September 30, 1953

DISTINGUISHED PERSONALITIES IN VARIED FIELDS, WILL SPEAK IN WEEKLY SERIES ON 'NBC LECTURE HALL'

- - -

Mme. Pandit to Appear on First Program

A weekly series of lectures by outstanding figures of our time will be inaugurated by the NBC radio network Saturday, Oct. 10 (7:30-8 p.m., EST), under the title NBC LECTURE HALL.

Mme. Vijaya Lakshmi Pandit, president of the United Nations General Assembly, has accepted an invitation to be the first speaker on the series. Henry Cassidy, NBC news commentator, will introduce Mme. Pandit, whose subject will be India.

Mrs. Doris Corwith, supervisor of public affairs programs, will produce the series.

The lectures will be presented before an invited audience in Studio 6B, Radio City, New York. There will be a five-minute period at the close of each lecture for questions from the audience.

Each speaker will consider some aspect of the field with which he is most closely identified. The roster of prominent personalities who will take part in the series includes Leopold Stokowski,

(more)

the orchestra conductor, who will speak Oct. 17 on "American Music Now and in the Future;" Carl Sandburg, the poet and biographer of Lincoln; Dr. Robert Hutchins, former chancellor of the University of Chicago and now associate director of the Ford Foundation; and Dore Schary, vice president in charge of production and studio operation for Metro-Goldwyn-Mayer Pictures.

Mme. Pandit, a sister of Jawaharlal Nehru, was born in Allahabad, India, in 1900. One by one her family was drawn into Gandhi's movement. As an Indian nationalist leader she was three times imprisoned -- in 1932, 1941, and 1942. She was leader of the India delegation to the United Nations General Assembly in 1946, 1947 and 1948. She was India's ambassador to Moscow from 1947 to 1949, and ambassador to the United States from 1949 to 1951.

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NBC-New York, 9/30/53 FWK

NBC TRADE NEWS

September 30, 1953

DAVID ROSS IS HOST AND PRODUCER OF 'GOLDEN TREASURY' FEATURING READINGS OF POETRY BY BIG-NAME PERFORMERS

THE GOLDEN TREASURY, a new program of famous poems and readings by outstanding personalities of the entertainment world, will be heard on NBC radio Sundays beginning Oct. 4 (3:00-3:30 p.m., EST). David Ross, well-known announcer and reader of poetic works, will be host on the program.

Performers such as Jimmy Stewart, Clark Gable, Burgess Meredith, Faye Emerson, Lawrence Tibbett, Jimmy Durante, Mel Allen, Raymond Massey and Joan Crawford will be heard on "The Golden Treasury" in coming weeks, when they will give readings of favorite poems.

Ross, who will also produce "The Golden Treasury," will be remembered by radio listeners for his "Words in the Night" program, heard until recently on NBC, where he himself gave poetic readings. An authority on poetry, he has been active in radio for 27 years, both as a reader and announcer.

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FWK

CREDITS FOR 'THE GOLDEN TREASURY' ON NBC RADIO

PROGRAM:	THE GOLDEN TREASURY
TIME:	Sundays, 3:00-3:30 p.m., EST.
FORMAT:	A program of famous poems and readings by outstanding person-slities of the enter-tainment world.
HOST:	David Ross
PRODUCER:	David Ross

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NBC-New York, 9/30/53 FWK

ONLOOKS FOR 'THE GOLDEN TREASURY' ON NBC [illegible]

LOCATION:	THE GOLDEN TREASURY
TIME:	Sunday, [illegible]-5:30 p.m., MST.
FORMAT:	A program of famous poems and readings by [illegible] station of the [illegible].
HOST:	David Ross
PRODUCER:	David Ross

KLO-New York, 4 Sept. TWX

JIMMY DURANTE, NOW A 'COLGATE COMEDY HOUR' STAR, LAUNCHES HIS SEASON WITH THE MOVIES' JOHN WAYNE AS SPECIAL GUEST

- - -

Nose-talgic Program Will Have Schnozzola's Talented Retinue Of Featured Performers, Including Jackson, Roth, Buffano, Candido and Roy Bargy's Orchestra on Oct. 11

Jimmy Durante will make his first television appearance of the season and will also bow in as one of the rotating comedians on NBC-TV's COLGATE COMEDY HOUR on Sunday, Oct. 11 (8-9 p.m., EST). The beloved Schnozzola will be entering for the first time the series nick-named "The Palace of Comedy," which houses the TV shennanigans of Martin and Lewis, Eddie Cantor, Donald O'Connor, and Abbott and Costello.

Durante will present the major TV debut of the motion picture industry's Number One box office star, John Wayne. Also on hand for the initial festivities will be Jimmy's regular gang, including strutman Eddie Jackson, Jack Roth, Jules Buffano, Candy Candido, and Roy Bargy's orchestra.

The script calls for Wayne, the handsome movie idol, to teach Durante how to be a he-man and be popular with the ladies.

Sam Fuller is the executive producer of the "Colgate Comedy Hour" series. The Durante show will be staged by Joseph Santley with Sid Smith directing television.

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NBC-New York, 9/30/53 FWK

CREDITS FOR 'COLGATE COMEDY HOUR'* ON NBC-TV
STARRING JIMMY DURANTE

PROGRAM:	COLGATE COMEDY HOUR
TIME:	Sunday, 8-9 p.m., EST.
FORMAT:	Variety-comedy revue
STAR:	Jimmy Durante (Oct. 11 and other dates to be announced).
EXECUTIVE PRODUCER:	Sam Fuller
BUSINESS MANAGER:	Bob Masson
PRODUCER-DIRECTOR:	Joseph Santley
TV DIRECTOR:	Sid Smith
WRITERS:	Charles Isaacs, Jack Elinson, Jack Barnett.
CAST:	Eddie Jackson, Jack Roth, Jules Buffano, Candy Candido (plus special guests).
CASTING:	Howard Ross
MUSIC DIRECTOR:	Roy Bargy
SCENIC DESIGNER:	Furth Ullman
COSTUMES:	Kate Drain Lawson
LIGHTING:	Al Scarlett
ORIGINATION:	Hollywood, Calif.
SPONSOR:	Colgate-Palmolive-Peet Co.

* Credit sheets on other 'Colgate Comedy Hour' stars will follow.

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NBC-New York, 9/30/53

NBC-TV CREDITS

CREDITS FOR 'COLGATE COMEDY HOUR'* ON NBC-TV
STARRING JIMMY DURANTE

PROGRAM:	COLGATE COMEDY HOUR
TIME:	Sunday, 8-9 p.m., EST.
FORMAT:	Variety-comedy revue
STAR:	Jimmy Durante (Oct. 11 and other dates to be announced).
EXECUTIVE PRODUCER:	Sam Fuller
BUSINESS MANAGER:	Bob Masson
PRODUCER-DIRECTOR:	Joseph Santley
TV DIRECTOR:	Sid Smith
WRITERS:	Charles Isaacs, Jack Hanson, Jack Barnett.
CAST:	Eddie Jackson, Jack Roth, Jules Buffano, Candy Candido (plus special guests).
CASTING:	Howard Ross
MUSIC DIRECTOR:	Roy Barey
SCENIC DESIGNER:	Ruth Ulman
COSTUMES:	Kate Drain Lawson
LIGHTING:	Al Searlett
ORIGINATION:	Hollywood, Calif.
SPONSOR:	Colgate-Palmolive-Peet Co.

* Credit sheets on other 'Colgate Comedy Hour' stars will follow.

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NBC-New York, 9/30/53